

NBC TELEVISION NETWORK COPIES WSH

November 2, 1959 - *See*

'POLITICS 1960'--TELECAST PREVIEWING PRESIDENTIAL CAMPAIGN--
WILL BE PRESENTED BY NBC NEWS SUNDAY, NOV. 15

- - -

Results of Poll of News Editors at NBC-Affiliated Stations
Will Detail Strength of Main Contenders for Nomination

"Politics 1960," a special program focusing on Presidential aspirants, party issues and political strategies likely to play a part in the national conventions and elections of the coming year, will be presented on the NBC-TV Network, Sunday, Nov. 15 (7-7:30 p.m. EST).

The NBC News special, with David Brinkley as anchorman, will include the results of a poll of news editors at NBC-affiliated stations around the country detailing the local strengths and weaknesses of the main contenders for Presidential nomination.

White House correspondent Ray Scherer of NBC News will report on the role that President Eisenhower may play in 1960 politics. Correspondents Richard Harkness and Frank McGee will report on Republican and Democratic Presidential hopefuls, respectively.

(more)

NO DNR TUESDAY, NOV. 3

The NBC Daily News Report will not be issued tomorrow --Tuesday, Nov. 3 (Election Day). The next mailing will be dated Wednesday, Nov. 4.

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The program, to be produced by Chet Hagan, will conclude with a roundtable discussion by the NBC News correspondents on major political issues and trends of 1960 as they are now taking shape.

Among the questions to be covered in the poll of news editors are the following:

How strong is Vice President Richard M. Nixon in the "grass roots?"

Can Senator John F. Kennedy (D.-Mass.) win labor support?

Would Sen. Lyndon B. Johnson (D.-Texas) win the Southern bloc?

Is Nelson A. Rockefeller, Republican governor of New York primarily an Eastern favorite?

Will Adlai Stevenson be urged to run again on the Democratic ticket?

Who are the chief supporters of Senator Stuart Symington (D.-Mo.)?

What would most help the candidacy of Sen. Hubert H. Humphrey (D.-Minn.)?

What other aspirants have a chance for the Presidency?

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NBC-New York, 11/2/59

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NBC-New York, 11/2/59

NBC COLOR TELEVISION NEWS



November 2, 1959

'SUNDAY SHOWCASE'

FIRST NAMES ANNOUNCED FOR 'GRAMMY' AWARDS COLORCAST

Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman,
Jimmy Driftwood and Mormon Tabernacle Choir Will Be Among
Recording Academy Winners Performing on Nov. 29 Hour

Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman, Jimmy Driftwood and the Mormon Tabernacle Choir will be among the award-winning entertainers who will re-create their honored recording performances on the National Academy of Recording Arts and Sciences awards colorcast Sunday, Nov. 29 on the NBC-TV Network (8-9 p.m. EST). Meredith Willson, composer of "The Music Man," will be host of the full-hour presented in the "Sunday Showcase" series.

These entertainers were among the 34 recording artists who received "Grammy" awards for their 1959 performances. They were elected by members of NARAS in secret balloting completed Oct. 19.

Their winning records and the award categories have not yet been announced. Earlier this month, NARAS explained to the press that it intended to announce the winners signed to appear on the show but would withhold information on winning records and categories. All winners have been informed of their awards by Haskins and Sells, the accounting firm which conducted the balloting. The full list of winning artists will be announced during the Nov. 29 colorcast.

(more)

2 - 'Grammy' Awards

One winner is obvious, however. "Inside Shelley Berman" was one of five albums named for the spoken word comedy award and was the only nomination the comedian received.

Miss Fitzgerald was nominated in two categories, the best female performance for her recording of "But Not for Me," and the best solo jazz performance with her album "Ella Swings Lightly."

Darin was named in four categories for his recording of "Mack the Knife." He was mentioned for best record, best song, best male performance and best new artist awards.

Nominations in four categories also went to Ellington's album of "Anatomy of a Murder." It was named for best dance band performance, best musical composition, best sound track recording and its jacket was among those mentioned for best album cover.

"Battle of New Orleans" by Driftwood was up for three awards in best record, best country and best Western performance categories.

The Mormon Tabernacle Choir's recording of "Battle Hymn of the Republic" received nominations for vocal group and chorus awards and the group's album, "The Beloved Choruses," was named for an award in the category of best classical performance by an opera cast or choir.

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NBC-New York, 11/2/59

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NBC-New York, 11/2/59

CREDITS FOR RYDER CUP GOLF TELECAST ON NBC-TV NETWORK

DATE AND TIME: Saturday, Nov. 7, starting between 5:15 and 5:30 p.m. EST (following football) and concluding at 7:30 p.m.

PROGRAM COVERAGE: Windup of the 13th biennial Ryder Cup Matches between professional golfers of the United States and Great Britain, at the Eldorado Country Club in Palm Desert, Calif. The action on Nov. 7, the second day of play, will consist of eight singles matches, contested at match play over 36 holes or less. This is the first time the Ryder Cup competition has been televised. Eight TV cameras will be used for the telecast.

FACTS ON COURSE: Eldorado course, located at base of Santa Rosa mountains, is a 6,823-yard, par 70 layout.

TEAM CAPTAINS: Dai Rees for Great Britain, Sam Snead for United States. British won last Ryder Cup competition, $7\frac{1}{2}$ - $4\frac{1}{2}$, at Lindrick, England, in 1957.

COMMENTATORS: Chick Hearn, Braven Dyer and Jerry Doggett.

PRODUCER: Bill Bennington.

DIRECTOR: Dick Weinberg.

SPONSOR: Valiant, Chrysler Corporation's new economy car.

AGENCY: Batten, Barton, Durstine and Osborn Inc.

NBC PRESS REPRESENTATIVES: Bob Goldwater (New York) and Doug Duitsman (Hollywood).

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DIRECTOR:

Valiant, Chrysler Corporation's new economy

SPONSOR:

car.

AGENCY:

Batten, Barton, Durstine and Osborn Inc.

NBC PRESS REPRESENTATIVES:

Bob Goldwater (New York) and Doug Patterson

(Hollywood).

CAST AND CREDITS FOR 'SUNDAY SHOWCASE' COLORCAST PRODUCTION
OF 'MURDER AND THE ANDROID' ON NBC-TV NETWORK
SUNDAY, NOV. 8 (8-9 P.M. EST)

MURDER AND THE ANDROID

By Alfred Bester

STARRING

KEVIN MCCARTHY, RIP TORN, VLADIMIR SOKOLOFF and SUZANNE PLESHETTE

With

Sono Osato, David J. Stewart, Robert Blackburn, Albert Paulson
and Flloyd Ennis

EXECUTIVE PRODUCER.....Robert Alan Aurthur

PRODUCER-DIRECTOR.....Alex March

AN NBC PRODUCTION

CAST

James Valentine.....Kevin McCarthy

Rex, the Android.....Rip Torn

Sir John Blenheim.....Vladimir Sokoloff

Mari Sutton.....Suzanne Pleshette

Dallas Burton.....Sono Osato

Jervis.....David J. Stewart

Harry.....Robert Blackburn

Cotton.....Albert Paulson

Officer.....Flloyd Ennis

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MURDER AND THE ALIBI

BY ALFRED HENRI

TRANSLATED BY

EVIL MURDERER, HIS TOWN, VICTIM'S BROTHER AND SISTER'S ALIBI

WITH

SOME NOTES, BY J. L. HENRI, HENRI'S BROTHER, ALIBI

AND THE ALIBI

AN ALIBI FOR HENRI

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PRODUCTION CREDITS

PRODUCTION DESIGNED BY:	Ted Cooper
COSTUMES:	Noel Taylor
MAKEUP:	Bob Obradovich
ASSOCIATE DIRECTOR:	Robert Hopkins
PRODUCTION ASSISTANT:	Jane Wetherell
CASTING:	Edith Hamlin
STAGE MANAGERS:	Dick Auerbach Sam Kirshman
LIGHTING:	Phil Hymes
AUDIO:	Norman Ogg
UNIT MANAGER:	Claude Traverse
TECHNICAL DIRECTOR:	Larry Elikann

* * *

THE STORY

"Murder and the Android" is a science-fiction drama dealing with a young man who loses the power to think for himself. James Valentine is the son of a man who died broke. From his father Valentine inherited a high-quality android called Rex. (An android, in author Alfred Bester's world of 400 years hence, is a synthetic, laboratory-produced man whose sole purpose in life is to serve his master. An android never lies, cheats or steals. In short, he is perfect.) Rex, however, is something of a freak android. He goes berserk, and starts to commit crimes. Valentine, threatened with the loss of his servant, flees with the android from planet to planet until a young girl, Mari Sutton, convinces him to stop running and surrender Rex to the police. Rex, in a final act of rebellion, proves himself more of a man than his owner.

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NBC-New York, 11/2/59

Bob Cooper	PRODUCTION DESIGNER
Neil Taylor	COSTUME DESIGNER
Bob Oberholser	MAKEUP
Robert Hays	ASSISTANT DIRECTOR
Jane Wadsworth	PRODUCTION ASSISTANT
	CASTING
John Anderson	STAGE MANAGER
Sam Kline	
Bill Hynes	LIGHTING
Howard Cox	AUDIO
Charles Trueman	UNIT MANAGER
Larry Ellison	PRODUCTION OFFICE

* * *

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CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST
OF 'THE WICKED SCHEME OF JEBAL DEEKS' ON NBC-TV NETWORK
TUESDAY, NOV. 10 (9:30-10:30 P.M. EST)

ALEC GUINNESS

Starred in

THE WICKED SCHEME OF JEBAL DEEKS

Written By

JOHN D. HESS

with

HENRY JONES

PATRICIA BARRY

ROLAND WINTERS

WILLIAM REDFIELD

* * *

Executive Producer

HUBBELL ROBINSON

Produced and Directed by

FRANKLIN SCHAFFNER

Composed and Conducted by

BEN LUDLOW

A Television Presentation of
HUBBELL ROBINSON PRODUCTIONS, INC.

* * *

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THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY

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THE CAST

Alec Guinness as Jebal Deeks

Henry Jones as Byrnes

Patricia Barry as Miss Calhoun

Roland Winters as Fannington

William Redfield as Bricklow

Peter Turgeon.....as Colonel Sykes

Clinton Sundberg.....as Berry

Bartlett Robinson.....as Elliot

Arthur Hughes.....as McComb

Charles White.....as Auditor No. 1

Woodrow Parfrey.....as Auditor No. 2

Albert Linville.....as Cardovec

Bill McCutcheon.....as Teller No. 1

Ed Preble.....as Teller No. 2

Allen Joseph.....as Teller No. 3

Conrad Bain.....as the Minister

Isabel Price.....as Miss Morse

Bill Hickey.....as the Painter

David Doyle.....as the Tailor

Barbara Lowe.....as Miss Lee

James Reese.....as the Doctor

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TEAD UNIT

Also mentioned as being present

Belgian Embassy on West 42nd Street

1.04 million

Alfred Hitchcock

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United States

ADDITIONAL CREDITS

ASSOCIATE PRODUCER:	James Merrick
ASSOCIATE DIRECTOR:	Jim Gaines
ASSISTANT TO THE PRODUCER:	Elizabeth Blair
UNIT MANAGER:	Douglas Lutz
TECHNICAL DIRECTOR:	Walter Miller
LIGHTING DIRECTOR:	Robert W. Davis
AUDIO:	James Blaney
VIDEO:	Tom Nelle
COSTUME DESIGNER:	John Boxer
MAKE-UP BY:	Bob O'Bradovich
SCENIC DESIGNER:	John Scott
SPONSOR AND AGENCY:	The Ford Motor Company through J. Walter Thompson Company
ORIGINATION:	NBC Color Studios, Brooklyn, N.Y.
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York); Bill Fague (Hollywood)

* * *

THE STORY

Jebal Deeks (Alec Guinness) is a middle-aged man who has spent 22 years in the Valley National Bank without a promotion. Somehow, he wants to get even. He abandons a scheme to embezzle from the institution when he hears a sermon in church on the subject that "it is more blessed to give than to receive." Deeks, using his own money, starts adding to the bank's balance -- putting into the books money that really isn't there. Chaos results. Efficiency experts are brought in and they work up a leather-bound report, proposing a new facade for the bank building to boost morale. Finally, only Deeks is able to bring order to the institution. He comes in line for the presidency. To Deeks' horror, however, things don't work out that way.

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RESOLUTIONS OF THE BOARD OF DIRECTORS

10724

COSTUME DESIGNER:

: 204594 CMA 1081092

ORIGINATOR:

NOV 1964

YHC15 6.477

WHO'S WHO

ALEC GUINNESS -- Born in London at the outset of the first World War, Alec Guinness makes his television dramatic debut in the type of role that has made him one of the most esteemed and versatile actors of the English-speaking stage and screen. He has a genius for comedy and many of his films -- "Kind Hearts and Coronets," "The Lavender Hill Mob" and "The Man in the White Suit" -- have become classics of motion picture humor. Able to lose his own personality in the role that he portrays, he has also starred in portrayals ranging from the villainous Fagin in "Oliver Twist" to the tortured Cardinal in "The Prisoner." Alec Guinness' career was marked last year by two rare honors. On March 26 he won an Oscar Award as the best film actor of the year for his portrayal of the stiff-necked British Army officer in "The Bridge on the River Kwai," and on Dec. 31 he was made a knight of the British Empire by Queen Elizabeth II.

HENRY JONES -- A native of Philadelphia, Jones is best known for his roles on Broadway and television. His stage credits include "Sunrise at Campobello," "The Bad Seed," "The Solid Gold Cadillac" and "They Knew What They Wanted." On TV, he has been seen most recently on "NBC Kaleidoscope" and "Playhouse 90."

PATRICIA BARRY -- A native of Davenport, Iowa. Miss Barry has had many stage and screen roles. In recent years, she has limited her activities to television and has appeared on numerous TV dramatic programs, including "Goodyear Theater," "Alcoa Theatre," "NBC Matinee Theater" and "True Story."

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WHO'S WHO

ALICE GUTHRIE -- Born in London at the outset of the
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in the type of role that has made him one of the most successful and
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starred in postwar films ranging from the thriller "The Third Man"
to the historical "The Iron Horse." Alice Guthrie
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Gallop" and "The Man Who Knows How to Love." On TV, he has been
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Sullivan Show." -- A native of New York, Jones, who
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numerous TV dramatic programs, including "The Ed Sullivan Show,"
"The Ed Sullivan Show" and "The Ed Sullivan Show."

5 - Cast and Credits 'The Wicked Scheme of Jebal Deeks'

ROLAND WINTERS -- Born in Boston in 1904, Winters has been a star of stage, screen and television for many years. On NBC-TV he has performed on "Colgate Theatre," "NBC Matinee Theater," "Kraft Television Theatre," "Kaiser Aluminum Hour" and "Goodyear Theater."

WILLIAM REDFIELD -- A native of New York, Redfield made his Broadway bow at the age of nine. His stage credits include "Barefoot Boy with Cheek," "The Making of Moo," and "Miss Liberty." In 1959, he co-starred in the Universal motion picture, "I Married a Woman."

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NBC-New York, 11/2/59

... and ...
... and ...
... and ...
... and ...

... and "Goodbye, Mother."

WILLIAM KENNEDY -- A native of New York, Kennedy
... his Broadway ...
... "The Making of a Man," and
... In 1909, he co-starred in the Universal
... picture, "I Married a Woman."

1909-New York, 11/2/09

November 4, 1959

DATE CHANGE: 'MERMAN ON BROADWAY' TO BE COLORCAST NOV. 24

"Merman on Broadway," the "Ford Startime" color-cast musical salute to Ethel Merman's stage career, will be presented on the NBC-TV Network on Tuesday, Nov. 24 (9:30-10:30 p.m. EST), it was announced today by "Startime" executive producer Hubbell Robinson. The production originally had been announced for Tuesday, Dec. 1.

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NBC-TV AND RADIO NETWORK PROGRAMS

SECRETARY OF LABOR JAMES P. MITCHELL
IS 'MEET THE PRESS' GUEST OF NOV. 8

James P. Mitchell, Secretary of Labor, will be the guest on "Meet the Press" Sunday, Nov. 8 (NBC-TV Network, 6-6:30 p.m. EST; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EST; WRCA time, 10:35-11 p.m. EST).

Mitchell will appear on the program as the nation's longest steel strike comes to the end of its fourth month. He will be interviewed by A. H. Raskin of the New York Times, Roscoe Drummond of the New York Herald Tribune, Marquis Childs of the St. Louis Post-Dispatch and Ned Brooks of NBC News. Lawrence E. Spivak will be moderator.

The program, a Public Affairs presentation of NBC News, will be telecast live from Washington.

NBC-New York, 11/4/59

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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November 5, 1959

LAW MAKING IT CRIME TO PARTICIPATE KNOWINGLY IN QUIZ SHOW RIGGING
PROPOSED BY NBC'S ROBERT E. KINTNER BEFORE HOUSE SUBCOMMITTEE
- - -
NBC President Announces Establishment of Unit to Detect and Eliminate
Deceptions, Invites Subcommittee Itself to Use TV to Report Findings,
and Affirms NBC's Responsibility to Safeguard Program Integrity

WASHINGTON, Nov. 5 -- Appearing before the House Subcommittee
on Legislative Oversight today to give a detailed statement on NBC's
position on the quiz show situation, Robert E. Kintner, President of the
National Broadcasting Company, made four major points:

(1) A proposal for legislation making it a Federal crime
to participate knowingly in the rigging of contest programs.
Such legislation, Mr. Kintner said, would eliminate a "gray"
area by aiming directly at the perpetrators of such frauds
and would be a powerful protection for the public and the
broadcasters.

(2) An announcement of the establishment by NBC of a
professionally equipped unit which will be a permanent part
of its organization, charged with detecting, rooting out and
preventing deception in programs or broadcast operations.

(3) An invitation to the Subcommittee that a forum of
its members report on its findings in the current investigation
directly to the American public "in the most far-reaching and

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appropriate way -- through television itself." NBC will be pleased to set aside an appropriate time period for such a special broadcast during evening hours when tens of millions of Americans are at their television sets, and would be willing to share the broadcast with other networks.

(4) NBC had no part in quiz show rigging, but recognizes its responsibility for safeguarding the integrity of all programs in its schedule, whether furnished by independent producers or produced by the network itself. Such responsibility can be effectively discharged, the NBC President said, only by each individual broadcaster for the programs he presents.

Explaining the organization and purpose of the newly established unit, Mr. Kintner said:

"It is our intention to make this activity a regular part of our organization commensurate with our responsibility for the integrity of all programs we broadcast whether these programs are produced by us or supplied to us by outside production organizations. The first task of the unit will be to establish permanent procedures for assuring us of the honesty of all quiz, contest and audience participation shows. Beyond that we intend to use the unit for investigation and correction of any other area of possible irregularity or deception."

To head this unit, NBC is in the process of selecting an executive with broad experience as an investigator, a prosecutor and an administrator, who will develop and direct a permanent staff for the unit. Pending the selection of a permanent head, the nucleus for such an organization is already in operation within NBC under the supervision of Jerome Doyle, who has served as an official of the FBI, as an Assistant U. S. Attorney and as Special Assistant to the Secretary of the Navy for security matters.

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NBC does not believe, Mr. Kintner emphasized, that the answer to the investigation is to eliminate the whole category of quiz and audience participation shows from the air. Programs of this type have proved their public appeal and NBC is convinced that they can be enjoyable and instructive "without fakery."

The idea of an industry "czar" was rejected by him as unrealistic in view of the hundreds of separate elements that make up television, and as unworkable as a "czar" over the newspaper and magazine industries. On the question of control over programs, the television industry, Mr. Kintner said, is "whipsawed" by the conflicting attitudes that networks should not control or produce any of their programs and that they should directly produce all their programs. NBC does not agree with either of these extreme points of view, Mr. Kintner said, but believes that in order to provide a balanced and diversified schedule a network must draw from all creative sources, its own and those on the outside.

Government regulation of programs or licensing action would not be effective because aside from raising dangers of censorship, it could not prevent the type of rigging exposed by the hearings, which resulted from secret collusion between producers and contestants. At this point, Mr. Kintner recommended enactment of a new Federal statute making broadcast contest rigging a Federal offense.

The hearings of the Subcommittee, Mr. Kintner said, gave the public and also NBC the first established evidence of quiz show rigging, and NBC, he added, was just as much a victim of quiz show frauds as was the public. When the New York Grand Jury investigation began immediately after the first public disclosures of quiz show rigging, NBC refrained from pressing its own investigation by interrogating contestants, at the specific request of the District Attorney's office.

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It therefore decided to concentrate on positive steps to safeguard the honesty of its quiz programs, leaving the investigation of past transgressions to the official investigation. Its expectations that it would learn the facts established by the Grand Jury investigation were disappointed because of the sealing of the Grand Jury presentment which NBC publicly favored releasing.

In reviewing for the Subcommittee the highlights of security measures taken by NBC this year, Mr. Kintner listed the following:

Last January 5, Arthur Young & Co. was engaged to make an independent audit of security procedures for these shows, found the procedures were generally good, and made recommendations for additional safeguards which were promptly put into effect.

Since last May all contestants on all such programs have been required to sign a form stating they will not accept any assistance on the program and pledging to advise NBC of any offers of help.

This has been backed up by systematic interrogation of former contestants by trained investigators, on a spot check basis and through follow up of any leads.

Security procedures established for quiz shows have been extended to all audience participation programs in both New York and the West Coast, under auditing supervision of Arthur Young & Co.

Contracts with outside program suppliers have been revised to include representations and warranties from them for the honest conduct of their programs.

Affidavits have been obtained from producers of quiz and audience participation shows attesting to the honesty of these programs. Similar affidavits have been obtained from all personnel in the production units for the former Barry & Enright shows.

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Finally, all NBC executives and all staff personnel in any way connected with quiz and audience participation programs were required to sign affidavits.

"We believe that the incidents of quiz show dishonesty are completely reprehensible, and we are keenly aware of our responsibility for the programs we place in our schedule," Mr. Kintner said. "But these incidents are not typical of all shows in this category, and certainly do not reflect the character of the television medium. We intend to safeguard the integrity of our service by all possible measures, and we are confident that this task can be successfully and effectively accomplished."

Concluding his statement, Mr. Kintner said: "I earnestly express the hope that the incidents of quiz show rigging, which were utterly without conscience, will not be regarded as representative of television as a whole. It is easy, faced with all the evidence of fraud which has been developed in these hearings, to forget that these incidents were the acts of certain producers in a few programs within a particular category of programming."

Pointing out that the network service consists of varied types of entertainment programs, plus a comprehensive news service, public affairs programming and information presentations of wide range, he said:

"Television today is the broadest source of information and knowledge on our world and times available to all the public. This

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service has been developed and created on the basis of the responsibility which broadcasters recognize they owe the public. Their sense of responsibility can be trusted to continue and enlarge the values of this service and to create effective safeguards in the future against deceptions on the public which relies on broadcasting as a major source of its entertainment and information."

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NBC-11/5/59

Before the House Subcommittee
on Legislative Oversight
Washington, D. C.
Nov. 5, 1959

Statement of Robert E. Kintner

President, National Broadcasting Company, Inc.

My name is Robert E. Kintner. I am President of the National Broadcasting Company, and have been since July 1958. Before that, I was a New York and Washington reporter for the New York Herald Tribune, collaborating with Joseph Alsop in writing a column; was a lieutenant colonel in the United States Army; and was President of the American Broadcasting Company for 8 years before joining NBC on January 1, 1957, as Executive Vice President.

In my testimony this morning, I want to give the Subcommittee a full insight into NBC's position in the quiz show situation, and I will try to do so by reviewing it from several aspects.

First, I will describe the highlights of just how NBC learned about rigging in certain of these shows and tell you what we have done to safeguard the integrity of this type of program.

Next, I will outline the further actions we are taking to deal effectively with deceptive practices wherever they may arise in our broadcast operations.

Finally, I will present our position on what we regard as NBC's responsibilities in these problem areas, and outline our views on what action might appropriately be taken by the Government.

The Background of Quiz Show Disclosures

To put the matter in perspective, I would like to go back to mid-August 1958. That was the first time I had any reason to believe that any quiz show was engaged in collusion with its contestants. On Thursday, August 14, 1958, I got a call from the Colgate-Palmolive Company, asking me to meet with them that day about a problem which
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had just arisen with the "Dotto" program. This show had been running for some time in the CBS daytime schedule and six weeks before -- on July 1, 1958 -- an evening version of the same program had been accepted for the NBC Tuesday night schedule as a summer replacement. The program was produced by an outside production organization and was sold by it directly to Colgate.

At the meeting with the Colgate people, I was told they had evidence, stemming from their investigation of a complaint by a stand-by contestant, that the "Dotto" program on CBS had been rigged. Colgate proposed to cancel the program both on NBC and CBS. I agreed immediately so far as NBC was concerned, and "Dotto" was removed from our schedule at once.

Although the "Dotto" incident arose on another network, I promptly instructed Thomas Ervin, our General Attorney, to institute a review of all quiz programs on the NBC network. This review was assigned to Mr. Edward Burns, a former FBI man on our legal staff. Mr. Burns made a detailed survey of the procedures used in these shows -- how contestants were selected, how questions and answers were processed, who had contact with the contestants, and the like. The Unit Managers on the programs, who are NBC employees assigned as liaison between the production unit and the network, were also interrogated to determine if they knew anything about any irregularities or had observed anything suspicious in the conduct of the contests. This review, which took about a month to complete, revealed no evidence of any improprieties in the programs.

On August 28, 1958, when the Stempel charges broke in the press, I learned for the first time that the same claims had arisen a year before and had been handled by members of our staff. In September 1957, members of the Barry and Enright organization, the producers of "Twenty One," advised our Press Department, and then our lawyers, that

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the New York Journal American was considering running a story that Mr. Stempel, a former contestant on the program, claimed that he had received answers from the producer. They stressed the fact that the New York Post had previously looked into the same matter but had decided not to run a story on it. The Barry and Enright representatives claimed that Stempel's charges were wild fabrications and were an effort at extortion; that Stempel was unstable and under psychiatric care; that he had given Enright a written retraction; and that Enright had recorded an interview with him in which Stempel admitted his claims were false. At this time Barry and Enright had an excellent reputation in the industry. "Twenty One" had been on the air for a year without any complaint by any other contestant. At no time did Stempel approach NBC with any charge. To top off all these factors in support of the Barry and Enright version, the New York Journal American shortly informed our Press Department that it was abandoning the story. Our NBC staff people wrote off the incident as the claim of an eccentric and did not report it to Mr. Robert Sarnoff, Chairman of the Board of NBC, or to me.

By hindsight we recognize we should have dug deeper. But I cannot fault the judgment of the NBC people who had to act without the benefit of that hindsight.

That was back in September 1957, and as I have said, I did not learn of the incident until a year later, when the story was published. The published story added nothing to the claims, which as I then learned had seemed so thoroughly discredited the year before. The Barry and Enright representatives again assured our lawyers and publicity people that the Stempel claim was a complete fabrication and again urged that we join them in a libel suit. Instead, Mr. Ervin, our General Attorney, insisted that Stempel's written retraction and the tape recording of his interview be turned over immediately to the

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District Attorney. That was done the following morning and NBC informed the District Attorney that it would cooperate fully in the quiz show investigation he had just undertaken.

Within three weeks, a Grand Jury was empaneled to pursue the investigation. A week later, a new report of rigging on "Twenty One" came to light through newspaper accounts of the charges of James Snodgrass, who had just testified before the Grand Jury. These charges were denied without qualification by Barry and Enright. They supported their denial with affidavits signed by them and the seven other members of their organization who had had any contact with Mr. Snodgrass.

Nevertheless, we decided on September 30, 1958 -- four days after we first heard of the Snodgrass charges -- to take over direct production control of all the Barry and Enright programs. Mr. Enright was relieved as Executive Producer of these programs, and Mr. Freedman was relieved as producer of "Twenty One." We put in NBC program staff officials as Executive Producers of the programs, and assigned our Manager of Daytime Programs to maintain personal surveillance over the shows. There has been no claim of any rigging of these Barry and Enright programs since the time NBC took over their production.

To get at the truth of the Snodgrass charges, NBC proposed to interrogate Mr. Snodgrass directly, but refrained from doing so when the District Attorney's office asked us not to question any contestants during the Grand Jury investigation.

Faced with this situation, we saw a clear and proper course. We decided to concentrate on positive steps to safeguard the honesty of the quiz programs in our schedule, leaving the investigation of past transgressions to the Grand Jury with whatever assistance we could offer.

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Our experience after taking over control of these programs indicated it would be helpful to obtain professional advice on the security procedures of the shows. On January 5, 1959, we engaged Arthur Young and Company to conduct an independent survey to audit these procedures and make recommendations to us. A final report on this survey was made on April 27, 1959. The findings resulting from the study were that the security procedures were generally good, but could be improved by adoption of certain additional measures which were promptly put into effect.

In June 1959, the Grand Jury completed its work and we expected that finally we would learn the true facts developed by the investigation. However, the presentment was sealed by the court. We were tremendously disappointed at this turn of events and as we publicly stated, we favored release of the presentment.

During the summer of 1959, we continued direct production of the Barry and Enright shows. Prior to the start of these hearings, in October, we learned that Howard Felsher, the producer of "Tic Tac Dough," had been called to appear. We asked him for sworn assurances that he had not participated directly or indirectly in any rigging of the program. Upon his refusal to furnish such an affidavit, we discharged him. As you know, Felsher subsequently testified that although he had engaged in rigging "Tic Tac Dough" prior to the production takeover by NBC, the show had been conducted with complete honesty since that time.

Similarly, when evidence developed by this Subcommittee raised grave questions about Charles Van Doren's participation in the "Twenty One" program, we told him that it was essential he ask to appear immediately before the Subcommittee and testify fully and that if he refused to do so, he would be suspended. As you know, Van Doren had

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previously testified before the Grand Jury. He had also gone on the air and denied that he had ever received questions or answers. On October 6 when two of our officers, James Stabile and David Levy, met with him to insist that he ask to appear before the Subcommittee, Van Doren again repeated his denials of any wrongdoing and late that night sent Chairman Harris a telegram offering to appear. Two days later, when he had not appeared in answer to a request from the Subcommittee, we suspended him until the questions of the issues involving him were resolved. Late that afternoon, October 8, Robert Sarnoff, Chairman of the Board of NBC, I, and some of our associates, met with Van Doren and his counsel to advise him of the suspension and to confront him with certain suspicious statements he had made to Mr. Stabile during their previous meeting. In view of those statements, our counsel, Mr. McKay, first asked Van Doren to tell us the basis for any suspicions he may have had about "Twenty One," but he declined to answer on the advice of his counsel. I pressed the matter and told Mr. Van Doren, as formally and solemnly as I could: "As President of NBC, I am calling upon you here and now to tell us everything you know about 'Twenty One.'" Again his counsel advised him not to answer, and shortly after that our meeting terminated. The full Van Doren story emerged at these hearings only last Monday, and that is when we learned it for the first time.

Beginning October 6 -- just a month ago -- the hearings of this Subcommittee for the first time removed the charges of collusion between quiz show contestants and producers from the realm of hints and inferences and from the secrecy of the earlier Grand Jury proceedings. These hearings gave the public, and also NBC, the first established evidence of quiz show rigging.

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As additional information has come to light, we have taken further steps to detect, root out and prevent any dishonesty on our quiz shows. Since last May we have been requiring contestants on all such shows to sign a form stating that they will not accept assistance on the program and undertaking to advise NBC directly of any offers of help. Now we have backed up this measure by providing for systematic interrogation of former contestants, both on a spot check basis and as a swift follow-up to any charge of dishonesty. This work takes skilled professional investigators. We have a number of them working for us at this time. They have already interrogated some 80 former contestants on a spot check basis in all parts of the country. They have also checked on every charge as it has developed. They have turned up leads for possible criminal action, and we have advised the New York District Attorney's office of these leads.

We have also extended the security procedures established for quiz shows to all audience participation programs, and Arthur Young and Company are at work auditing the procedures followed on these audience participation shows. Senior officers of NBC -- Mr. David Levy, the head of our Television Program Department, and Mr. John West, the head of our Pacific Division -- have had searching discussions with all packagers producing any type of audience participation shows for NBC. These executives have impressed the packagers with the critical importance NBC places on the strictest security measures on their part and advised them that, on our part, we intend to maintain a continuing spot check of their programs. Our contracts with these packagers have been revised to include representations and warranties from them as to the honest conduct of the programs they produce for us. We have affidavits from producers of our audience participation shows as well as our quiz shows, attesting to the honesty of their programs. We have similar affidavits from all personnel in the production units for

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the former Barry and Enright shows. And to cover every possible area, we have also asked for affidavits from every NBC executive regardless of his assignment, as well as all staff personnel who have anything to do with quiz or other audience participation shows.

I have gone into this background because I believe it establishes the following facts which are important to a proper perspective of the quiz show disclosures.

1. NBC has never been a party to quiz show rigging. We were just as much a victim of the quiz show frauds as the public.

2. Shortly after we had our first real basis for suspicion, the Grand Jury investigation began, but the facts developed by this investigation remained under the secrecy of the Grand Jury proceeding. During the official investigation, NBC complied with the request of the District Attorney's office not to press its own investigation by interrogating contestants.

3. During the period from September 1958 to June 1959 while the Grand Jury investigation was being conducted, NBC expected that it would be apprised of the true facts through the results of the inquiry. When controversy arose over the sealing of the presentment by the court, NBC advocated that it be made public.

4. Within these limitations, NBC took active steps to investigate and safeguard the integrity of the shows, first assuming direct production control of the Barry and Enright programs; then commissioning an independent survey and audit of the security procedures on all quiz shows; and later engaging professional investigators, requiring sworn statements from independent producers, and acting swiftly and decisively on facts establishing any past occasion of wrongdoing.

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5. All of the evidence adduced by the investigations demonstrates that the quiz show rigging was confined to a few members of independent production organizations, and that none of the shows was dishonestly operated when it was under NBC's direct production control.

We believe that the incidents of quiz show dishonesty are completely reprehensible and we are keenly aware of our responsibility for the programs we place in our schedule. But these incidents are not typical of all shows in this category, and certainly do not reflect the character of the television medium.

We intend to safeguard the integrity of our service by all possible measures, and we are confident that this task can be successfully and effectively accomplished.

Further NBC Measures

In the light of what we have learned since this Subcommittee began its hearings, we frankly recognized that our procedures over the past year have to be strengthened. We feel that we need within our own organization the expert services of a professional staff on a continuing, full-time basis to investigate any area of possible deceptive practices in our programs or broadcast operations, and to develop thorough procedures for eliminating such practices.

We have therefore set up the nucleus of a professionally equipped, permanent unit to carry out this work. It has already begun to operate under the supervision of Jerome Doyle. He is a member of NBC's outside law firm, Cahill, Gordon, Reindel & Ohl, and has had a distinguished background in security and intelligence work, as an official of the FBI, an Assistant U. S. Attorney, and a Special Assistant to the Secretary of the Navy on security matters. Mr. Doyle is working full time at this job until we can engage a permanent head of this unit. He is giving assignments to skilled investigators and

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directing their work. He has direct access to top management and orders to spare no effort or expense to maintain the most rigorous security checks on our quiz shows.

The man we are seeking to head this unit and develop a permanent staff for it will not be chosen hastily. It is not our intention to operate in this field to get over an emergency, or to engage a man of public standing for the sake of appearances. We have been actively considering an executive with broad experience as an investigator, a prosecutor and an administrator who has a distinguished record in the Federal service. This is the kind of man we will engage.

It is our intention to make this activity a regular part of our organization, commensurate with our responsibility for the integrity of all programs we broadcast, whether these programs are produced by us, or supplied to us by outside production organizations. The first task of the unit will be to establish and execute permanent procedures for assuring us of the honesty of all quiz, contest and audience participation shows. Beyond that, we intend to use the unit for investigation and correction of any other area of possible irregularity or deception.

Broadcasters' Responsibility and Government Action

Referring specifically to quiz and contest programs, we do not believe that an appropriate answer to the problems disclosed by these hearings is to eliminate this whole category of programming from the air. Programs of this type have proved their public appeal, and we feel that they can be enjoyable and instructive without any fakery. We take as our responsibility the task of providing a wide variety of programs which should include all types of shows that the public will find appealing. Among these certainly are quiz and other audience participation shows. But we recognize that it is just as much our responsibility to make sure that these programs will be honestly conducted, so that the public can have confidence in all the programs it watches.

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We also believe that this is a responsibility which can be effectively discharged only by each individual broadcaster, for the programs he presents, and we assume and acknowledge that responsibility for ourselves.

In our view, the idea of an industry "Czar" is not a realistic method for the exercise of such responsibility. The television industry consists of over 500 individual stations, three networks, scores of independent production organizations. Syndicators, performers, talent agencies, advertising agencies and advertisers are also direct participants in this industry. The broadcasters provide a service consisting not only of entertainment, but also of news, public affairs and educational programs. The concept of an industry "Czar," we feel, is not workable for such a service, any more than a Czar over the newspaper industry or the magazine industry would be workable.

Related to this question of broadcasters' responsibility is the question of network control over programs. Here we are whipsawed between two conflicting attitudes. One is the attitude that networks should not control or produce the programs they present, but that these programs should come from independent program sources, with the networks operating as a facility for the broadcast and nationwide dissemination of such programs. Such views have been argued in Congressional committee hearings, and there is now pending before the FCC a proceeding on this whole subject. One of the issues in this proceeding is whether it is in the public interest for networks to control and produce their programs.

Opposing this attitude is the view, which has arisen since the quiz show disclosures, that networks should directly produce all the programs they present. Apparently this idea is advanced because independent producers were involved in the rigging charges.

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We do not agree with either of these extreme points of view. We think that a network which presents some 70 hours of different programs every week in the year cannot possibly produce all of its own programs. In order to supply a balanced diversified service, it must draw on all available creative sources inside and outside its own organization. By the same token, we do not believe that a network should be barred from owning and producing programs it presents. We produce all of our news and public affairs programs with our own creative staff, and we also produce some of the entertainment shows in our schedule. Our purpose is to have the most effective total schedule, and we can contribute to it through our own production as well as through the production of others. But the final responsibility for the selection of programs -- the overall composition of our schedule -- is NBC's responsibility and one to which we devote a tremendous effort of evaluation and judgment.

I do not feel that a program is good or bad depending on whether it is produced by a network or by an outside organization. Many of the finest shows in our schedule are supplied by independent producers; other outstanding programs are produced by NBC itself. Actions limiting networks either to outside productions or to network-produced programs would not meet any problem.

Starting with the premise that the responsibility for eliminating deception in broadcast material is and must be the broadcasters' responsibility, we have considered whether additional government action is appropriate; and if so, what such action might be.

We do not think that government regulatory or licensing action is appropriate for dealing with this subject, or that it would

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be effective. The subject involved is the content of specific programs. Federal regulation in this field would inject the Government into the program process itself, which would be inconsistent with the whole concept of the broadcasting system of this country.

Even if it did not pose the threat of censorship, federal action through program regulation would not effectively accomplish the purpose being sought. The wrongful acts committed in rigging quiz shows were committed by deliberate collusion, conducted in secret, between certain producers and contestants. Had there been legislation on the books regulating programs through the FCC, or requiring networks to be licensed, it would not have prevented a producer from conspiring with a contestant. It would have been directed against the broadcaster who was himself a victim of the fraud, rather than against the perpetrators of the fraud.

We recognize that there is a "gray" area in this field which does not cover the wrongs that were committed. Because of the existence of this "gray" area, the New York Grand Jury could not find on the evidence before it that any statute had been violated, and the only indictment it returned was one for perjury. We feel that if any legislation is to be considered, it should be legislation aimed directly at the wrongdoer, rather than legislation of a blanket variety aimed at the broadcaster -- although it should apply to any broadcaster who consciously participated in the wrongdoing. With this in mind, we have considered penal legislation which would make it a federal crime knowingly and wilfully to participate in a scheme to control the outcome of a contest broadcast over licensed facilities.

Although we believe the broadcasters, alerted by the recent quiz show disclosures, are now in a position to guard against such

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frauds in the future, we feel that legislation along the lines I have mentioned would be an effective added force. It would serve as a powerful deterrent against the sort of wrongdoing these hearings have revealed.

Our counsel has prepared a preliminary draft of such a statute for the Subcommittee's consideration, and a copy is attached to my statement. We do not argue for the particular form or wording of the draft. We offer it to the Subcommittee as a basis for its own judgment in the matter.

Finally, I earnestly express the hope that the incidents of quiz show rigging, which were utterly without conscience, will not be regarded as representative of television as a whole. It is easy, faced with all the evidence of fraud which has been developed in these hearings, to forget that these incidents were the acts of certain producers in a few programs within a particular category of programming. But to put these reprehensible acts into perspective, it must be remembered that the network service consists of a wide range of entertainment programs of great scope and genuine appeal. And beyond the entertainment field, it includes a responsible and comprehensive news service, public affairs programming, and information programs presenting the issues and personalities of our times. Indeed, television today is the broadest source of information and knowledge on our world and times available to all the public.

This service has been developed and created on the basis of the responsibility which broadcasters recognize they owe the public. Their sense of responsibility can be trusted to continue and enlarge the values of this service, and to create effective safeguards in the future against deceptions on the public, which relies on broadcasting as a major source of its entertainment and information.

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I have tried to give you NBC's considered position on the quiz show situation and its implications for the future of the television medium. We recognize that others differ with us, but I think we can all agree that this subject deserves the deepest thought and fullest airing we can give it. The public is vitally interested in these problems and in any contributions this Subcommittee may offer toward their solution.

In view of that interest, I want to make the following proposal on behalf of the National Broadcasting Company. When the Subcommittee has weighed all the testimony and formed its conclusions and recommendations, I believe it should have an opportunity to give the American people a direct report of its findings in the most far-reaching and appropriate way -- through television itself. The mechanics of such a presentation would have to be worked out. I believe, for example, that there may well be some differences, and the major points of view should be represented. Perhaps a forum of Subcommittee members would be the right approach. In any case, NBC will be pleased to set aside an appropriate period for a special broadcast of this kind during evening viewing hours when tens of millions of Americans are at their sets. We would carry such a broadcast ourselves or we would be glad to share it with the other networks. If Chairman Harris will let me know when this would be feasible, I will undertake the necessary arrangements. Now I want to thank you for letting me come here, and I'll try to answer any questions you may have.

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DRAFT OF STATUTE MAKING RIGGING OF
BROADCAST CONTESTS A CRIMINAL OFFENSE

(For possible addition to United States Criminal Code)

Whoever, in connection with a program broadcast by means of any radio station for which a license is required by any law of the United States, knowingly participates in any scheme or artifice to control the outcome of a contest portrayed on such program so that the public listening to or viewing such program is deceived into believing that the outcome of such contest is determined upon the basis of the knowledge and skill of the participants in such contest in answering questions put to them when in fact the outcome of such contest has been pre-determined by such scheme or artifice, shall be fined not more than \$_____ or imprisoned not more than _____ years, or both.

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"JOURNEY TO UNDERSTANDING"

- - -

NBC News Plans Live TV and Radio Coverage of Eisenhower's Departure for Trip to Nine Countries

NBC News will resume its "Journey to Understanding" series with live coverage of President Eisenhower's departure late in the evening of Thursday, Dec. 3, on a 20,000-mile trip through nine countries in Europe, Asia and Africa.

The live coverage will be presented on the NBC Television and Radio Networks. The television program will be the 19th special in the "Journey to Understanding" series, which covered the President's trip to Europe last Summer and Premier Khrushchev's subsequent visit to the United States.

The exact time and place of the President's departure have not been announced. His 19-day journey will begin with visits to Italy and the Vatican and will also include Turkey, Afghanistan, Pakistan, India, Iran, Greece, France and Morocco. In Paris he will attend the Western summit meeting on Dec. 19.

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NBC-New York, 11/5/59

CREDITS FOR 'THE BOB HOPE BUICK SHOW' MONDAY, NOV. 9

TIME: NBC-TV Network, Monday, Nov. 9
(8:30-9:30 p.m. EST)

STAR: Bob Hope

GUEST STARS: May Britt, James Darren, the 1959
Hollywood Deb Stars, David Rose and
his Orchestra; added attraction,
Zsa Zsa Gabor; special guest, Miss
Patti Page.

WRITTEN BY: Mort Lachman and Bill Larkin, Lester
White and John Rapp, Charles Lee,
Gig Henry.

CONSULTANT: Norman Sullivan

CHOREOGRAPHY: Jack Baker

ART DIRECTOR: Bob Corrigan

COSTUMES: Kate Drain Lawson

MAKEUP: Bill Morley

ASSOCIATE DIRECTOR: Clay Daniel

TECHNICAL DIRECTOR: Joe Conn

LIGHTING: Joe Viera

AUDIO: John Pawlek

VIDEO: Stan Saueressig

UNIT MANAGER: Jerry McPhie

ASSOCIATE PRODUCER: Sil Caranchini

DIRECTED BY: Jack Shea

PRODUCED BY: Jack Hope

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2 - Credits for 'The Bob Hope Buick Show'

PRODUCTION BY: Hope Enterprises, Inc. in association
with the NBC Television Network.

EXECUTIVE PRODUCER: Bob Hope

SPONSOR (AND AGENCY): Buick Division of General Motors
Corporation (McCann-Erickson, Inc.)

NBC PRESS
REPRESENTATIVES: Bill Fague, Hollywood; Al Cammann, New
York.

Pre-empts (this date only): "The Tales of Wells Fargo"
(8:30-9 p.m. EST) and "Peter Gunn" (9-9:30 p.m. EST).

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NBC-New York, 11/5/59

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

November 6, 1959

CREATION OF ENTERPRISES DIVISION TO KEEP PACE WITH NBC'S
DIVERSIFIED INTERNATIONAL AND DOMESTIC ACTIVITIES
IS ANNOUNCED BY ROBERT W. SARNOFF

- - -

Alfred R. Stern Is Elected Vice President to Head Division

Creation of an Enterprises Division of the National Broadcasting Company to keep pace with the company's increasingly diversified international and domestic activities was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

At the same time, Mr. Sarnoff announced that the NBC Board of Directors has elected Alfred R. Stern Vice President in charge of the Enterprises Division. Mr. Stern formerly was Director of International Operations for NBC. He will continue as Chairman of the Board of NBC International, Ltd.

"NBC is constantly exploring new areas in which the company can expand its services and business opportunities," Mr. Sarnoff said. "The creation of the Enterprises Division of NBC will centralize all the company's activities in these areas -- both foreign and domestic -- into one operating division for their most productive development."

The two major operating units of the Enterprises Division will be Domestic Enterprises and International Enterprises. A primary responsibility of Domestic Enterprises will be the investment diversification program of the entire company.

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2 - Enterprises Division

Consolidated under International Enterprises will be the sales, programming, investment and management activities previously under NBC International Operations.

Mr. Stern joined NBC in January, 1952, as Projects Officer for TV Programming and became Business Manager, Technical Operations, in June, 1953. He was appointed assistant to the Executive Vice President in December, 1953, and in the Spring of 1955 was assigned the additional duties of director of operations for NBC Radio's "Monitor." In July, 1955, he was named Director, Participating Programs, Radio Network, and in December of that year became staff assistant to the President. He has been Director, International Operations, since September, 1956.

Before coming to NBC, Mr. Stern served in production and administrative capacities at Universal Pictures and RKO-Pathe in New York. He was also associated with the legitimate theater in New York. He attended the University of North Carolina and during World War II served three years in the Air Force.

He is married, the father of five children, and lives in Manhattan.

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NBC-New York, 11/6/59

THE UNITED STATES OF AMERICA

IN SENATE, JANUARY 10, 1900.

REPORT OF THE

COMMISSIONER OF THE GENERAL LAND OFFICE
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE
JANUARY 10, 1899, RELATIVE TO THE
LANDS BELONGING TO THE UNITED STATES
AND THE PROCEEDINGS THEREON

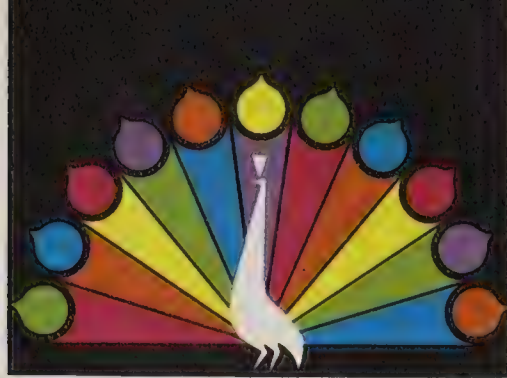
WASHINGTON:
GOVERNMENT PRINTING OFFICE:
1900.

THE LANDS BELONGING TO THE UNITED STATES
AND THE PROCEEDINGS THEREON

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE
JANUARY 10, 1899, RELATIVE TO THE
LANDS BELONGING TO THE UNITED STATES
AND THE PROCEEDINGS THEREON

WASHINGTON:
GOVERNMENT PRINTING OFFICE:
1900.

NBC COLOR TELEVISION NEWS



November 6, 1959

'SUNDAY SHOWCASE'

'After Hours,' Romantic Comedy by Tony Webster,
To Be Colorcast on NBC-TV Network Dec. 20

"After Hours," a romantic comedy by Tony Webster, will be colorcast on NBC-TV Network's "Sunday Showcase" Dec. 20 (8-9 p.m. EST), Robert Alan Aurthur, executive producer, announced today.

The Webster play is about a lonely man named Steve Elliott who threatens to quit his job because he doesn't want to attend the office Christmas party. He feels that since he has no one to share Christmas with he would rather spend it alone. His boss, mystified at such an unconventional attitude, sends Elliott to a psychiatrist. Steve then meets a young woman who mistakes him for the psychiatrist and decides not to tell her of her error.

Tony Webster, 37, is a prolific TV writer. He has written scripts for the "Phil Silvers Show," Sid Caesar's "Show of Shows," as well as numerous radio programs. He is the author of "Call Me Back" an NBC-TV "Art Carney Show" special to be presented later this season.

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WILLIAM R. McANDREW IN LONDON TO DIRECT PLANS FOR NBC NEWS'
COVERAGE OF EISENHOWER'S TRIP AND WESTERN SUMMIT MEETING

William R. McAndrew, Vice President, NBC News, has arrived in London to direct preparations for coverage of President Eisenhower's journey abroad starting Dec. 3 and the Western summit meeting on Dec. 19.

Mr. McAndrew will work with NBC News bureaus in London, Paris and Berlin to set up coverage of the President's mission, the Western meeting and other forthcoming events. He will return to New York Nov. 20.

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NBC-New York, 11/6/59

CAST AND CREDITS FOR 'OUR TOWN' ON 'THE ART CARNEY SHOW,'
NBC-TV NETWORK FRIDAY NIGHT SPECIAL COLORCAST OF NOV. 13

PROGRAM: Thornton Wilder's "Our Town" on "The Art Carney Show"

TIME: NBC-TV Network colorcast, Friday, Nov. 13,
8:30 to 10 p.m. EST.

PRODUCED BY: David Susskind for Talent Associates, in
association with the NBC-TV Network.

ADAPTED FOR
TELEVISION BY: Jacqueline Babbin and Audrey Gellen

DIRECTED BY: Jose Quintero

ASSOCIATE PRODUCER: Jose Vega

COSTUMES: John Boxer

HAIRSTYLES: Virginia Darcy

MAKEUP BY: Dick Smith

SCENIC DESIGNER: Duane McKinney

SPONSOR (AND AGENCIES): The United Motors Service Division of General
Motors and the A. C. Spark Plug Division
of General Motors (Campbell-Ewald Co. for
United Motors Division, and D. P. Brother
& Co. for A. C. Spark Plug Division).

POINT OF ORIGINATION: NBC-TV Network's Brooklyn (N. Y.) Studio Two

NBC PRESS
REPRESENTATIVES: Betty Lanigan (New York), Jane Westover
(Hollywood).

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THE STORY

ACT I - "Life"

The town of Grover's Corners, N. H., awakens to a May morning in 1901. The Stage Manager, having set the scene verbally, steps aside to let the audience see the Gibbs family and the Webb family at breakfast in their modest New England homes. When the children have left for school, the two mothers string beans together and speak of the small events which make up the life of their families. Later that night, young George Gibbs and Emily Webb, talk to each other from their bedroom windows, while their mothers attend choir practice. George is summoned downstairs and upbraided by his father, Dr. Gibbs, for having been inconsiderate to his mother. The ladies return from choir practice, gossiping about the choirmaster who has been drinking. The town goes to bed.

ACT II - "LOVE"

George and Emily have fallen in love and are to be married. Mrs. Gibbs is tearful at breakfast, but Dr. Gibbs makes her smile. George insists upon going over to the Webb house, where he has a stiff, little chat with his future father-in-law. The Stage Manager leads the play to a flashback sequence of Emily and George's discovery that they were in love. The scene shifts to the church where the various members of the wedding comment on the frightening aspects of marriage -- except Mrs. Soames who burbles about how she loves weddings.

ACT III - "DEATH"

The scene is set on Cemetery Hill in Grover's Corners, where those among the dead await a new arrival, Emily Webb Gibbs, who has died in childbirth. The peaceful dead welcome her and urge her not to

(more)

3 - 'Our Town' -- Credits

return in spirit to the living, to re-live one day. Emily insists and picks her 12th birthday. To see her family, as they were then, is too painful and she returns to the hill, willing to be one of the dead. She realizes how little the living really see and appreciate. The Stage Manager bids a goodnight to everyone in Grover's Corners and in the audience.

THE CAST

STAGE MANAGER.....	Art Carney
DR. GIBBS.....	Dana Elcar
JOE CROWELL.....	Harrison Hart
HOWIE NEWSOME.....	Richard Dysart
MRS. GIBBS.....	Bibi Osterwald
MRS. WEBB.....	Mary Van Fleet
GEORGE GIBBS.....	Clinton Kimbrough
REBECCA GIBBS.....	Ginger MacManus
WALLY WEBB.....	Ronnie Gates
EMILY WEBB.....	Kathleen Widdoes
PROFESSOR WILLARD.....	Harrison Dowd
MR. WEBB.....	Jerome Kilty
SIMON STIMSON.....	Roberts Blossom
MRS. SOAMES.....	Martha Greenhouse
CONSTABLE WARREN.....	Lou Frizzell
SI CROWELL.....	Ray Duke
THREE BASEBALL PLAYERS.....	George Segal, Don Berry, Don Garner

(more)

4 - 'Our Town' -- Credits

SAM CRAIG.....Robert Geiringer

JOE STODDARD.....Roland Wood

ASSISTANT STAGE MANAGERS.....Michael Riley,

Philip Minor

WOMEN AMONG THE DEAD.....Julie Fallansbee,

Mary Louise Wilson,

Betty James

MEN AMONG THE DEAD.....John Dodson, Fred

Herrick

-----O-----

NBC-New York, 11/6/59

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For week of Nov. 15 - 21 (All Times EST)

Sunday, Nov. 15

7:30-9 p.m. -- "Hallmark Hall of Fame" presents Henrik Ibsen's "A Doll's House," starring Julie Harris, Christopher Plummer, Eileen Heckart, Jason Robards Jr. and Hume Cronyn.

9-10 p.m. -- "The Dinah Shore Chevy Show." Dinah welcomes Julie London, Cliff Arquette and special guest Yves Montand.

Monday through Friday, Nov. 16-20

6:30-7 a.m. -- "Continental Classroom" - Modern chemistry course.

12:30-1 p.m. -- "It Could Be You"-with Bill Leyden as emcee.

Monday, Nov. 16

10-11 p.m. -- "The Steve Allen Plymouth Show" with tonight's guests James Mason and Jack Kerouac.

Tuesday, Nov. 17

9-9:30 p.m. -- "The Arthur Murray Party" - guests are Tab Hunter, Eva Gabor, Gracie Fields, Bert Lahr, Nancy Walker, Betty Ann Grove, Judy Johnson and Merv Griffin.

9:30-10:30 p.m. -- "Lincoln Mercury Startime" presents "George Burns in the Big Time," a salute to vaudeville starring Burns (as host), Jack Benny, Eddie Cantor and George Jessel, with Bobby Darin and The Kingston Trio.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Nov. 18

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall" with guests Celeste

Holm, Benny Goodman, Connie Francis and dancer Charles Weidman.

Thursday, Nov. 19

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Nov. 20

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents an all-Gershwin program starring Ella Fitzgerald, Vic Damone, Marge and Gower Champion, Polly Bergen, Andre Previn and Teddy Wilson. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Nov. 21

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: NBC will colorcast a Big Ten Football Game today. Teams and starting time will be announced.

7:30-8:30 p.m. -- "Bonanza"

8:30-9:30 p.m. -- The Pontiac Star Parade presents "The Gene Kelly Show," starring Gene Kelly and Donald O'Connor, with Carol Lawrence.

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NBC-New York, 11/6/59

CAST AND CREDITS FOR "HALLMARK HALL OF FAME" COLORCAST
OF HENRIK IBSEN'S "A DOLL'S HOUSE" ON NBC-TV NETWORK
SUNDAY, NOV. 15 (7:30-9 P.M. EST)

JULIE HARRIS

CHRISTOPHER PLUMMER

HUME CRONYN

EILEEN HECKART

and

JASON ROBARDS JR.

in

"A DOLL'S HOUSE"

Adapted by JAMES COSTIGAN

from the play by Henrik Ibsen

SCENERY BY.....Jan Scott

COSTUMES BY.....Noel Taylor

ASSOCIATE PRODUCER.....Robert Hartung

PRODUCED AND DIRECTED BY GEORGE SCHAEFER

CAST

NORA.....Julie Harris

TORVALD HELMER.....Christopher Plummer

KROGSTAD.....Hume Cronyn

KRISTINE.....Eileen Heckart

DR. RANK.....Jason Robards Jr.

ANNE-MARIE.....Katherine Raht

HELENE.....Mildred Taires

EMMY.....Maggie King

BOBBY.....Randy Gaynes

IVOR.....Richard E. Thomas

(more)

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(530)

PRODUCTION CREDITS

MAKEUP:	Robert Philippe
ASSOCIATE DIRECTOR:	Adrienne Luraschi
CASTING:	Sybil Trubin
LIGHTING:	William Knight
UNIT MANAGER:	Frank Evanella
TECHNICAL DIRECTOR:	Robert Long

* * *

SPONSOR:	HALLMARK CARDS, INC.
AGENCY:	FOOTE, CONE AND BELDING
NBC PRESS REPRESENTATIVE:	Noreen Sherlock (New York).

* * *

THE STORY

Henrik Ibsen's "A Doll's House," one of his best-known works, created a furor when it was first produced because it dealt with women's social position and was ahead of its day. In the 1879 play, Nora Helmer is a young wife with naive innocence of the realities of life. Her innocence is the result of a sheltered upbringing, and an overprotected existence. She commits forgery to secure money for her sick husband, Torvald, a vain but conscientious lawyer. The results of her act awaken her to a new world. When the danger is passed, her resentment to being treated like a "doll" forces her to leave home to learn something about life for herself.

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NBC-New York, 11/6/59

NBC COLOR TELEVISION NEWS



November 6, 1959

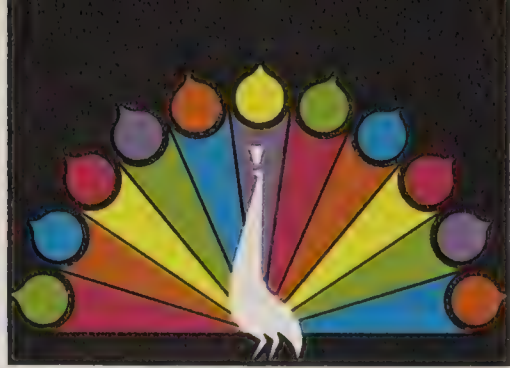
CHRISTOPHER PLUMMER, RUTH ROMAN AND DON DeFORE
ADDED TO CAST OF 'THE PHILADELPHIA STORY'

Christopher Plummer, Ruth Roman and Don DeFore have joined the cast of "The Philadelphia Story," the "Special Tonight" colorcast on the NBC-TV Network Monday, Dec. 7 (9:30-11 p.m. EST).

Plummer (who will also star in the "Hallmark Hall of Fame" NBC colorcast of "A Doll's House," Sunday, Nov. 15) will play Mike Connor in the romantic comedy about a wedding fiasco. Miss Roman will play Liz Imbrie, his photographer-assistant. DeFore is cast as George Kittredge, a stuffy businessman.

Previously announced for the cast were Mary Astor, Diana Lynn and Gig Young.

NBC COLOR TELEVISION NEWS



FOR RELEASE MONDAY A.M., NOV. 9

'SUNDAY SHOWCASE'

PIANIST VAN CLIBURN AND JONAH JONES AND HIS QUARTET
ADDED TO 'GRAMMY' AWARDS COLORCAST OF NOV. 29

Pianist Van Cliburn and jazz man Jonah Jones and his quartet have been added to the list of award-winning recording artists who will appear on the "National Academy of Recording Arts and Sciences Awards" colorcast on the NBC-TV Network Sunday, Nov. 29 (8-9 p.m. EST).

Previously announced winners of "Grammy" awards who will perform on the show are Ella Fitzgerald, Bobby Darin, Duke Ellington, Shelley Berman, Jimmy Driftwood and the Mormon Tabernacle Choir. Meredith Willson, who won an award last year for his score of "The Music Man," will be host of this "Sunday Showcase" colorcast.

Although the winning categories will not be announced officially until the night of the show, the title of Jonah Jones' award is evident. Jones and his quartet were named for the best group jazz performance with their album "I Dig Chicks" and will play a selection from the album during the telecast. Jones and his group were featured on "Another Evening with Fred Astaire" Nov. 4 on the NBC-TV Network.

Van Cliburn received two nominations for his recording of "Rachmaninoff's Piano Concerto No. 3." He was named for best solo classical performance and best album of the year.

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November 9, 1959

NBC LAUNCHES SPECIAL NEWS PROGRAMS UNIT

- - -

Operation, Headed by Julian Goodman, Is Expanding Special
TV and Radio Programming of News and Public Affairs

The formation of a Special News Programs unit to expand special programming in the area of news and public affairs on the NBC Television and Radio Networks was announced today by William R. McAndrew, Vice President, NBC News.

The Special News Programs unit will be headed by Julian Goodman, Director of News and Public Affairs. It will include four production staffs to be headed by producers Reuven Frank, Chet Hagan, George Heinemann and Louis Hazam. Mr. Hazam has just joined the network.

Mr. McAndrew said that, effective immediately, the new unit is responsible for creating ideas, advance planning and on-the-air production of special programs in the fields of news and public affairs. It has the additional primary function of serving as a continuing liaison with Television Network Sales Planning and Special Program Sales, he said.

The creation of the special unit marks an important step in NBC's continuing effort to present more and more special news and informational programs, Mr. McAndrew said. In the past 12 months, NBC News has presented 77 television specials, many of them in peak nighttime viewing periods.

(more)

2 - Special News Programs

The programs to be produced by the unit will include those now being planned to cover President Eisenhower's 19-day trip abroad starting Dec. 3, an East-West summit meeting if and when it is held, and the 1960 national conventions and elections.

The first special to be produced by the unit will be "Politics 1960" Sunday, Nov. 15 (7-7:30 p.m. EST). With David Brinkley as anchorman and Chet Hagan as producer, the program will examine the potential candidates, issues and trends in the coming convention and election year.

As head of the new unit, Julian Goodman draws on 14 years of experience in broadcast journalism. Before moving to his new post in New York last July, he was NBC News Manager in Washington. He has played a key role in NBC News coverage of three Presidential election years and in extending TV and radio coverage to Congressional committee hearings, Presidential news conferences and other Washington areas once closed to the electronic media. He has produced many programs, including "Comment," "Ask Washington," convention and election specials and "Report from Alabama" (for which he won the Robert E. Sherwood Award).

Louis Hazam joins the special unit as his first assignment on the staff of NBC News. As a free-lance writer-producer, he was associated in the production and writing of the award-winning NBC-TV "March of Medicine" series and the NBC News specials covering the coronation of Queen Elizabeth, both inaugurations of President Eisenhower, the national conventions of 1952, and other events.

In addition to his work with the unit, Reuven Frank continues as producer of the "Texaco Huntley-Brinkley Report" and

(more)

3 - Special News Programs

"Time: Present--Chet Huntley Reporting." In nine years with NBC News, he has produced a number of highly acclaimed specials, including the recent "Why Berlin?" "Back to School" and "Too Late for Reason" (first of a two-part series on African nationalism).

Chet Hagan moves to the special unit from his post as producer of the news segments on NBC-TV's "Today" program. Hagan joined NBC News in 1949 and has served in various editorial positions both in Chicago and New York. He recently produced 11 of the 18 special programs in the "Journey to Understanding" series on President Eisenhower's trip to Europe and Premier Khrushchev's visit to the U. S.

George Heinemann, Manager of Public Affairs, will produce the unit's public affairs programming. Heinemann joined NBC in 1948 and has served in production and executive positions in Chicago and New York, including Director of Programs for WRCA-TV. He recently produced "The Fourth Coast," a special program on the St. Lawrence Seaway.

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NBC-New York, 11/9/59

NBC RADIO NETWORK TO BROADCAST BRIG. GENERAL DAVID SARNOFF'S
B'NAI B'RITH ADDRESS ON CHALLENGES FACING NATION'S YOUTH

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, will speak on the challenges facing the nation's youth in an address to be broadcast live by the NBC Radio Network Tuesday, Nov. 10, from 9:05 to 10 p.m. EST. The title of the address will be "What More Is Left to Accomplish?"

The occasion will be a dinner in General Sarnoff's honor to be held in the Grand Ballroom of the Waldorf Astoria Hotel, New York City, where he will receive the B'nai B'rith President's Medal. Label Katz, President of B'nai B'rith, will present the award to General Sarnoff.

The program will be broadcast as a special feature of "Monitor."

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NBC-New York, 11/9/59



November 9, 1959

Attention, Sports Editors

FRED HANEY TO BE NBC-TV BASEBALL SPORTSCASTER

- - -

Former Manager of Braves Will Join Lindsey Nelson

For 'Major League Baseball' Telecasts

Fred Haney, former manager of the Milwaukee Braves, will be a baseball sportscaster for the NBC-TV Network next season, NBC Sports Director Tom S. Gallery announced yesterday.

Haney, who guided the Braves to two pennants and one World Series triumph, will join Lindsey Nelson as a play-by-play commentator for NBC-TV's Saturday and Sunday "Major League Baseball" telecasts.

Haney will be returning to a sportscasting career. He was the radio announcer for both Los Angeles and Hollywood in the Pacific Coast League in 1943-45 and reported Hollywood games in 1946-48.

A third baseman during his playing days in the 1920s, Haney spent four years with the Detroit Tigers and two with the Boston Red Sox. His first major league managerial post was with the St. Louis Browns in 1939-41. He piloted the Pittsburgh Pirates in 1953-55, became a Milwaukee coach in 1956 and took over as manager in mid-season.

(more)

In 1957, his first full campaign at Milwaukee, his Braves breezed to the National League flag and then defeated the New York Yankees in the World Series, four games to three. Milwaukee captured the pennant again in 1958 but lost a seven-game Series to the Yankees. The Braves finished the 1959 season tied for first place with the Los Angeles Dodgers, and lost out in the playoff. Haney announced his departure from the Milwaukee post during the World Series.

The 61-year-old Haney and his wife, Florence, live in Hollywood, where his non-baseball activities include being vice president of the Studio City Bank.

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NBC-New York, 11/9/59

NBC TELEVISION NETWORK NEWS

FUN, DANCE AND MUSIC--AND PLENTY OF NOVELTY--COME TO FORE
FOR STELLAR CAST OF 'THE LOUIS JOURDAN TIMEX SPECIAL'

Louis Jourdan, host of "The Louis Jourdan Timex Special" on the NBC-TV Network Wednesday, Nov. 11 (10-11 p.m. EST), will find himself teased by his noted guests for being the only actor on the show not customarily billed as a musical performer or comic.

Jourdan's guests include Abbe Lane, Xavier Cugat, Bobby Darin and Jane Morgan and special guest star Jerry Lewis. The full-hour special will originate from the Americana Hotel in Miami Beach, Fla.

The telecast will feature 12 production numbers, including several dance specialties, an old-fashioned songfest, a specially written madrigal, and a vaudeville comedy-and-softshoe routine.

Lawrence White is producer of the show which will be directed by Frank Satenstein. June Taylor is choreographer.

The telecast is sponsored by Timex Watches through Donner and Peck, Inc.

The show will pre-empt "This Is Your Life" and "Wichita Town" on this date only.

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NBC-New York, 11/9/59

CREDITS FOR 'THE LOUIS JOURDAN TIMEX SPECIAL'

TO BE PRESENTED ON THE NBC-TV NETWORK

WEDNESDAY, NOV. 11 (10-11 p.m. EST)

HOST: Louis Jourdan

STARRING: Abbe Lane, Xavier Cugat, Bobby Darin and
Jane Morgan

SPECIAL GUEST STAR: Jerry Lewis

ORIGINATION: Americana Hotel, Miami Beach, Fla.

PRODUCED BY: Lawrence White

DIRECTED BY: Frank Satenstein

WRITTEN BY: Mel Tolkin, Sid Zelinka and Lyn Duddy

ORIGINAL MUSIC AND LYRICS BY: Lyn Duddy

CHOREOGRAPHY BY: June Taylor

SETS DESIGNED BY: William Ritman

ASSOCIATE PRODUCER: Tony Ford

ASSISTANT TO THE PRODUCER: Patrick Plevin

COSTUMES BY: Jean Vaughan

UNIT MANAGER: Edward Rossi

ASSOCIATE DIRECTOR: Hal Venho

SPONSOR (AND AGENCY): Timex Watches through Donner and Peck,
Inc.

PROGRAM PRE-EMPTS (THIS
DATE ONLY): "This is Your Life" and "Wichita Town"

NBC PRESS REPRESENTATIVE: Anne Morrissy (New York)

* * *

(more)

PLEASE PRINT NAME AND ADDRESS OF THE PERSON TO WHOM THIS CHECK IS TO BE SENT

TO BE RETURNED ON THE REVERSE SIDE

WEDNESDAY, NOV. 11 (10-11 a.m. EST)

Abba Lerner, Kevin O'Connell, Bobby Darden and

John D. Darden

John D. Darden

Amesbury Hotel, Miami Beach, Fla.

Lamarque White

Frank S. Scharfstein

Mr. Tolson, Mr. Belmont and Mr. DeLoach

Mr. DeLoach

Mr. DeLoach

William Altman

John D. Darden

Patricia Plover

John D. Darden

Edward Rosen

Mr. DeLoach

James Watson, Jr., John Darden and John

Inc.

"John D. Darden, Jr." and "Richard Rosen"

Anne Lerner (New York)

(more)

SPECIAL GUEST STAR:

ORIGINATOR:

PRODUCED BY:

WRITTEN BY:

ORIGINAL MUSIC AND LYRICS BY:

CAST BY:

CASTING TO THE PRODUCTION:

CAST BY:

CAST MANAGER:

ASSOCIATE DIRECTOR:

STORY (AND AGENCY):

PROGRAM PRESENTS (THIS

IS ONLY)

PRESS REPRESENTATIVE:

Following is a rundown of the program highlights:

I. "Mack the Knife" sung by Bobby Darin. The number is built around the scene from "The Threepenny Opera" in which it originated.

II. "Never Send Your Laundry Out in Tuscaloosa" sung and danced by Jourdan and Darin. Darin learns a lesson about old-time vaudeville when Jourdan puts him through the paces of a softshoe routine.

III. "I Get a Kick Out of You" sung by Miss Lane.

IV. "Change of Scenery Cha Cha Cha" sung by Cugat with the girl dancers. (A specially written song with a South American beat.)

V. "Put the Blame on Mame" sung and danced by Miss Lane and the Boy Dancers. (The song will have a new combination jazz and bongo beat.)

VI. "Madrigal of Love" sung by Jourdan, Miss Lane, Darin and Miss Morgan. (Specially written by Lyn Duddy.)

VII. "Can-Can" dance number with the entire troupe of dancers.

VIII. "It's All Right with Me" sung by Miss Morgan.

IX. "Old-Fashioned Songs Medley" sung by Miss Morgan.

Medley includes "By the Light of the Silvery Moon," "Moonlight Bay," "Daisy," "Take Me Out to the Ball Game," "When You Wore a Tulip" and "Put on Your Old Gray Bonnet."

X. "Recording Star" with Jourdan, Miss Morgan, Darin, Cugat and Miss Lane. A comedy sketch set to music (on the subject of becoming a recording artist).

XI. Monologue by Lewis.

XII. "We Hate to See It Ending" -- finale with the entire cast.

Following is a synopsis of the program highlights:

I. "Meet the Girls" song by Betty Jordan. The number is

set around the song from "The Immigrant Song" in which is

II. "Never Say Your Love's Not in Fashion" song and

by Jordan and Davis. Davis is a dancer about old-time

life when Jordan was a child through the years of a dancer

III. "I Get a Kick Out of You" song by Miss Lane.

IV. "Change of Heart" song by Betty Jordan with the

dancers. (A specially written song with a South American beat.)

V. "Put the Flame on Me" song and danced by Miss Lane and

the Boy Dancers. (The song will have a new combination dance and songs)

VI. "Bargains of Love" song by Jordan, Miss Lane, Davis

and Miss Morgan. (Specially written by the group.)

VII. "San-Gan" dance number with the entire group of dancers.

VIII. "It's All Right with Me" song by Miss Morgan.

IX. "Old-Fashioned Georgia Melody" song by Miss Morgan.

Miss Jordan includes "By the light of the Silver Moon," "Moonlight Bay,"

"Tide," "Take Me Out to the Ball Game," "When You Were a Child" and

"Get on Your Old Gray Saddle."

X. "Rising Star" with Jordan, Miss Morgan, Davis, Jordan

and Miss Lane. A comedy sketch set to music (on the subject of dancing)

(according to the).

XI. Monologue by Jordan.

XII. "We Have to Live It Up" - Dance with the entire



November 9, 1959

'TELEGUIDE' FOR TEACHERS AND ADMINISTRATIVE SCHOOL PERSONNEL
BEING INTRODUCED FOR TWO 'HALLMARK HALL OF FAME' COLORCASTS

A new educational adjunct to the entertainment side of TV has been introduced by the "Hallmark Hall of Fame" in distributing special study programs to schools as aids in English and drama classes.

The distribution is in connection with two "Hallmark" NBC-TV Network colorcast productions this season: Ibsen's "A Doll's House" (Sunday, Nov. 15, 7:30-9 p.m. EST) and "The Tempest" (Wednesday, Feb. 3, 1960, 7:30-9 p.m. EST).

Working in cooperation with Scholastic Magazines, "Hallmark" is distributing a study plan titled "Teleguide" to more than 160,000 teachers and administrative personnel through Scholastic Teacher Magazine.

The guide for "A Doll's House" has been prepared by Stanley Solomon, instructor in English and journalism at Linton High School in Schenectady, N. Y. The guide for "The Tempest" will be assigned to a nationally known authority on Shakespeare's works. The "Teleguide" includes a brief storyline of the play; its significance; recommended texts for study before and after the telecast; suggestions for pre-telecasts and post-telecast discussions, and follow-up activities.

(more)

Each guide is illustrated with a photo of one of the stars or a scene from the play.

"A Doll's House" stars Julie Harris, Christopher Plummer, Hume Cronyn, Eileen Heckart, and Jason Robards Jr. It has been adapted for TV by James Costigan. "The Tempest" stars Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston and Lee Remick. George Schaefer is producer-director for the "Hallmark" presentation.

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NBC-New York, 11/9/59

CAST AND CREDITS FOR THE NBC-TV NETWORK COLORCAST SPECIAL,
'MUSIC FROM SHUBERT ALLEY' FRIDAY, NOV. 13 (10-11 P.M. EST)

HOST: Andy Williams

GUEST STARS: Alfred Drake, Lisa Kirk, Ray Walston,
Doretta Morrow, Betty Comden and Adolph
Green, and the whip-dancers of the Broadway
hit musical, "Destry Rides Again" -- Marc
Breux, Swen Swenson and George Reeder.

FORMAT: Music-variety featuring songs and dances
from the top Broadway musicals of the past
six decades which played the theatres in
the vicinity of New York City's famous
Shubert Alley.

PRODUCED BY: Nick Vanoff

DIRECTED BY: James Elson and Nick Vanoff

WRITTEN BY: Herb Sargent

MUSIC CONDUCTED AND
ARRANGED BY: Vic Schoen

MUSICAL NUMBERS
CHOREOGRAPHED BY: Marc Breux and Deedee Wood

SETTING AND COSTUMES BY: Robert Fletcher

ASSOCIATE PRODUCER: Bob Claver

UNIT MANAGER: Jim Reina

PRODUCTION ASSISTANT: Mina Cory

TECHNICAL DIRECTOR: Jack Coffey

LIGHTING DIRECTOR: Howard Sharrott

(more)

SHUBERT ALLEY SEGMENTS

TECHNICAL DIRECTOR: Bill Patterson

LIGHTING SUPERVISOR: Jack Stearns

COSTUME SUPERVISOR: Joe Mostoller

GRAPHIC ARTS: Guy Fraumeni

STAGE MANAGER: Chuck Stamps

EXECUTIVE PRODUCER: Diana Green

PRODUCTION: Edward Joy-Diana in association with the NBC-TV
Network

ORIGINATION: Shubert Alley and NBC-TV's Brooklyn Studios

SPONSOR (AND
AGENCY): Sinclair Refining Company (Geyer, Morey, Madden
& Ballard, Inc.)

PRE-EMPTS (THIS
DATE ONLY): "Gillette Cavalcade of Sports" and "Phillies Jackpot
Bowling"

NBC PRESS
REPRESENTATIVE: Al Cammann

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NBC-New York, 11/9/59

GENE RAYBURN AND BILL WENDELL WILL BE THE CO-EMCEES
OF MACY'S THANKSGIVING DAY PARADE TELECAST ON NBC

Gene Rayburn and Bill Wendell will be the co-emcees for the NBC-TV Network's telecast of the Macy's Thanksgiving Day parade Thursday, Nov. 26 (11 a.m.-12 noon EST).

Rayburn will interview paraders and observers on the street, while Wendell will describe the parade units as they pass in front of the television cameras.

The traditional New York holiday spectacle will be televised as it passes the reviewing stand at Herald Square between 34th and 35th Streets. Five cameras and six parabolic microphones will bring the sights and sounds of the parade to viewers across the country, including special performances by the bands and other featured units in front of the reviewing stand.

This year's parade will have thousands of participants, including Shirley Temple and her children riding the Storybook Float and other stars of TV, movies and the stage; 10 marching bands from different parts of the country; singing groups, dancers and clowns. There also will be 15 specially built floats and three giant balloons.

The telecast will be co-sponsored by the Ideal Toy Corporation and the Lionel Toy Corporation, both through Grey Advertising Agency, Inc. This year's program marks the 12th time since 1945 that NBC has telecast the parade, either locally or nationally.

Gene Rayburn is host of "Dough Re Mi" on NBC-TV Monday through Friday (10 a.m. EST).

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NBC-New York, 11/9/59

CREDITS FOR 'THE GENE KELLY' SHOW FULL-HOUR COLORCAST
ON 'THE PONTIAC STAR PARADE' SATURDAY, NOV. 21
(NBC TELEVISION NETWORK, 8:30-9:30 P.M. EST)

STARRING GENE KELLY
AND DONALD O'CONNOR
WITH CAROL LAWRENCE

EXECUTIVE PRODUCER
AND CHOREOGRAPHER: Gene Kelly

PRODUCER: Robert Wells

DIRECTOR: Greg Garrison

WRITTEN BY: Robert Wells and Sidney Miller

MUSICAL DIRECTOR: Jeff Alexander

ASSOCIATE PRODUCER: James Loren

MUSICAL COORDINATOR: David Saxon

UNIT MANAGER: Dale Hume

COSTUMES DESIGNED BY: Robert Carlton

ASSOCIATE DIRECTOR: Jules Seidman

TECHNICAL DIRECTOR: Joe Strauss

MAKEUP: John Chambers

PRODUCTION: A Kerry Production

PREEMPTS (THIS DATE
ONLY): "The Man and the Challenge"

SPONSOR: Pontiac Motor Division, General Motors
Corporation

AGENCY: MacManus, John & Adams, Inc.

ORIGINATION: Hollywood

NETWORK PRESS CONTACT: Rolf Gompertz (Hollywood), Betty Lanigan,
(New York)

(more)

PRODUCTION SEQUENCE

1. "HAS ANYBODY HERE SEEN KELLY" -- Kelly, Miss Lawrence,
O'Connor.
2. "SHALL WE DANCE?" -- Kelly, Miss Lawrence
3. "MAKIN' WHOOPEE" and "FINGER SNAP DANCE" -- Kelly,
O'Connor.
4. VAUDEVILLE -- Kelly, Miss Lawrence, O'Connor
 - (a) "Ryans and Barnaby" setup
 - (b) "Avid Comedy Three"
 - (c) "Maids of Melody"
 - (d) "Magic"
 - (e) "Tell 'Em What They Want to Hear"
5. "AFTER THE PARTY" -- O'Connor
6. "SPANISH BALLET" -- Kelly, Miss Lawrence
7. "BALLIN' THE JACK" -- Kelly
8. "DANCE MEDLEY" and "CHAIR DANCE" -- Kelly, O'Connor
9. CLOSING NUMBER -- Kelly, Miss Lawrence, O'Connor

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NBC-New York, 11/9/59

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1. "DANCE SONGS" -- Kelly, Miss Lawrence

2. "DANCE SONGS" -- Kelly, Miss Lawrence

3. "DANCE SONGS" -- Kelly, Miss Lawrence

4. "DANCE SONGS" -- Kelly, Miss Lawrence, O'Connor

(a) "DANCE SONGS" Kelly

(b) "DANCE SONGS" Kelly

(c) "DANCE SONGS" Kelly

(d) "DANCE SONGS" Kelly

5. "DANCE SONGS" -- O'Connor

6. "DANCE SONGS" -- Kelly, Miss Lawrence

7. "DANCE SONGS" -- Kelly

8. "DANCE SONGS" and "DANCE SONGS" -- Kelly, O'Connor

9. "DANCE SONGS" -- Kelly, Miss Lawrence, O'Connor

THE END

NBC-TV NETWORK PROGRAM

'ASK WASHINGTON' TO RESUME NOV. 15

- - -

Viewers Are Invited to Send Questions About
Government to NBC News Program

Viewers are invited to send questions about government and public events to "Ask Washington," the NBC News question-and-answer program, which returns to the air Sunday, Nov. 15 on the NBC-TV Network (4-4:30 p.m. EST). Panelists for that date will be Esther Van Wagoner Tufty, Leif Eid and Ray Scherer. Bryson Rash will moderate.

"Ask Washington," which has been described by television critics as "the sleeper of the year" and a "top-notch television treat," will follow NBC-TV's pro basketball telecasts. It will not be presented if the game ends later than 4:20 p.m. EST.

The program has been a periodic NBC News feature since the 1952 conventions in Chicago, when viewers were asked to phone questions to NBC News correspondents in the Chicago studio. The NBC switchboard in Chicago was flooded with more than 10,000 calls.

Since then, viewers have been invited to send their questions by letter and telegram, to: Ask Washington, Box 4, Washington, D. C.

The program is produced by Elmer W. Lower and directed by Ralph Peterson. The panel will vary from week to week and will be drawn from the NBC News staff and the Washington press corps.

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NBC-New York, 11/9/59

CAST, CREDITS AND SONGS FOR 'LINCOLN-MERCURY STARTIME' COLORCAST
OF 'GEORGE BURNS IN THE BIG TIME' ON NBC-TV NETWORK
TUESDAY, NOV. 17 (9:30-10:30 P.M. EST)

CAST AND CREDITS

PROGRAM: "George Burns in The Big Time" on "Lincoln-Mercury Startime"

TIME: NBC-TV Network colorcast Tuesday, Nov. 17
(9:30-10:30 p.m. EST)

STARRING: George Burns

GUEST STARS: Jack Benny, Eddie Cantor and George Jessel

ADDITIONAL GUEST STARS: Bobby Darin and the Kingston Trio

FORMAT: A "valentine to vaudeville" -- in music,
song, dance and comedy -- and to its
two-a-day and its comic stage.

PRESENTATION BY: A Banda Production in association with
Hubbell Robinson Productions, Inc. A
presentation of the NBC Television Network.

EXECUTIVE PRODUCER: Hubbell Robinson

WRITTEN AND PRODUCED BY: Mac Benoff

DIRECTOR: Dick Darley

CHOREOGRAPHER: Jack Baker

MUSICAL DIRECTOR: Jeff Alexander

ASSOCIATE PRODUCER: Bernie Rich

UNIT MANAGER: James Loren

ART DIRECTOR: John Shrum

ASSOCIATE PRODUCER: Clay Daniels

(more)

CAST, CREDITS AND SONGS FOR 'LINCOLN-MERCURY STARTIME' COLORCAST
OF 'GEORGE BURNS IN THE BIG TIME' ON NBC-TV NETWORK
TUESDAY, NOV. 17 (9:30-10:30 P.M. EST)

CAST AND CREDITS

"George Burns in The Big Time" on "Lincoln-

(9:30-10:30 P.M. EST)

George Burns

Jack Benny, Eddie Cantor and George Jessel

Bobby Darin and the Kingston Trio

A "Valentine to Varietyville" -- in music,

song, dance and comedy -- and so on

two-a-day and its comic segue.

A Hanna Production in association with

Hubbell Robinson Productions, Inc. A

presentation of the NBC Television Net-

Hubbell Robinson

Mac Bennett

Dick Barley

James Loner

John Shuman

Clay Donahue

PRODUCER:

WRITTEN AND PRODUCED BY:

FOR:

MANAGER:

ART MANAGER:

STORY BY:

2 - Credits for 'George Burns in The Big Time'

TECHNICAL DIRECTOR: Calier McCoy
LIGHTING DIRECTOR: Joe Viera
AUDIO: Bob Johnston
VIDEO: Charles Schmidt
MAKE-UP: Paul Stanhope
SPONSOR (AND AGENCY): Lincoln-Mercury Division of the Ford Motor
Company (through J. Walter Thompson
Company)
ORIGINATION: NBC Color Studios, Burbank, Calif.
NBC PRESS
REPRESENTATIVES: Bill Fague (Hollywood); Charlie Gregg
(New York)

* * *

LIST OF SKETCHES AND SONGS

1. Host George Burns opens the show singing "Augustus J. McCann," leading into an introduction of his guests and a production number featuring the "Burns Dancing Girls."
2. Eddie Cantor and George Jessel re-create their record-breaking vaudeville act of 1927 which ends with the song, "Pals."
3. Jack Benny relives "the moment of truth" in his career when, in Wilkes-Barre, Pa., he performed for the first time without his violin.
4. Bobby Darin sings "Clementine," and later joins Burns for a repeat of their song-and-dance routine which was part of the Burns night club act in Las Vegas, Nev.
(more)

TECHNICAL DIRECTOR: Keller McGoy
LIGHTING DIRECTOR: Tom Ryan
STAGE MANAGER: Bob Johnston
PRODUCTION DESIGNER: Paul Stanhope
COSTUME DESIGNER: Lincoln-Mercury Division of the Ford Motor Company
HAIR: (New York)
MAKE-UP: (New York)
PRODUCTION OFFICE: (New York)
EXECUTIVE PRODUCERS: (New York)
PRODUCED BY: (New York)
WRITTEN BY: (New York)
DIRECTED BY: (New York)

Host George Burns opens the show singing "My Darling Clementine"
J. McGowan, "leading into an introduction of the
guests and a production number featuring the
newly-brooding vocalists act of 1937 which
ends with the song, "Kiss Me"
Jack Benny returns "the moment of truth" in his
career when, in White-Square, Pa., he performs
for the first time without his violin.
Bobby Burns sings "Clementine" and later joins
Burns for a repeat of their song-and-dance
routine which was part of the Burns night
club act in Las Vegas, Nev.
(more)

3 - Credits for 'George Burns in The Big Time'

5. The Kingston Trio sings and plays songs --
including "Hard, Ain't It Hard" and "Molly
Dee" -- from their record albums which are
among the nation's top 10 best sellers.
6. Burns takes the stage, solo, intending to sing
a medley of old favorites, but winds up sing-
ing "Red Rose Rag," "Where Did You Get That
Girl?" and "Change Your Name to Mine."
7. Benny, Cantor and Jessel do a sketch in their
dressing room about the problems of appearing
on a friend's TV show -- for no money and with
second billing.
8. Burns, Benny, Cantor and Jessel do a reprise of
"Pals."
9. Burns returns for a solo spot in his closing
monologue and a rendition of "Silvery Moon."

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NBC-New York, 11/9/59

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

November 10, 1959

NATIONAL BROADCASTING COMPANY ANNOUNCES STUDY AND DEVELOPMENT
OF MEDICAL RADIO SYSTEM, A SPECIAL SERVICE FOR PHYSICIANS

- - -
Board of Prominent Doctors Will Guide Five-Day-a-Week

Special FM Programming on Professional Topics

Continuing its efforts to create new uses and techniques for radio, the National Broadcasting Company has undertaken the study and development of Medical Radio System, a special radio service for physicians, guided by a medical board of nationally prominent doctors. Announcement of the project was made by Henry T. Sjogren, project manager.

Such a system will help overcome one of the modern physician's most critical problems -- the lack of sufficient time to keep himself abreast of new drugs, techniques and diagnostic methods and for post-graduate medical education -- by transmitting direct to his office the latest information in all these fields. At other times, the system will provide specially selected music for the physician's waiting room.

Over-all policy direction of the medical news and information service will be in the hands of a medical board made up of distinguished leaders of the profession. Heading the board will be Dr. Chester Scott Keefer, president-elect of the American College of Physicians and executive director of the Boston University School of Medicine, Massachusetts Memorial Hospital Medical Center. Additional

(more)

2 - Medical Radio System

members of the board will be named before the end of the year. The board will establish basic news and information and procedures of the Medical Radio System, assuring observance of the highest ethical and professional standards in all aspects of the service. All medical informational material will be assembled and prepared for transmission by a staff of experienced professional writers under the direction of a managing editor who is highly qualified in the field of medical journalism.

"Our studies have convinced us that the proposed Medical Radio System will have extensive informational and public service potentialities," Mr. Sjogren said. "Surveys show that today's doctors have an average of only 75 minutes daily to devote to reading on professional subjects. The demands on their time have increased excessively, limiting their opportunity to learn about -- and hence utilize -- important medical advances. With the proposed service, concise reports of the latest research in many fields of medicine will be brought to physicians at regular intervals and repeated during the day, so that the doctor who is not available at the time of original transmission can receive the program at his convenience."

Mr. Sjogren explained that the system will be an invaluable public service medium in times of emergency, such as during epidemics, national disaster, medical alerts, or comparable situations which demand immediate contact with large numbers of doctors.

The proposed Medical Radio System will operate over an FM multiplex subcarrier channel to specially built receivers in the physician's office and would not in any way interfere with regular local FM radio service. With the transmission of news and information,

(more)

3 - Medical Radio System

music in the waiting room would be automatically disconnected and then reconnected. Initially, it is contemplated that the service -- to be started in the near future -- will be provided 12 hours daily, five working days each week.

The news and information service is now being offered for sponsorship to ethical drug and pharmaceutical concerns and initially there will be three such 15-minute transmissions daily, five days a week. Each of these transmissions will be broadcast four times a day, thus giving doctors four opportunities to hear the information. Total yearly cost of the service will be \$120, which includes the cost, installation and maintenance of the multiplex receiver and speakers.

In addition to the facilities of the FM stations which it owns, NBC plans to contract for the facilities of a number of independently owned FM stations for this service.

The transmission facilities of the Medical Radio System will be made available as a public service -- at no extra cost -- to local and area medical associations, public health services and similar organizations for the broadcast of information of special interest to physicians.

Ethical drug and pharmaceutical companies are now being surveyed to determine their interest in the proposed service. A recent survey of physicians demonstrated their keen interest in the service and produced an exceptionally high ratio of requests for subscriptions.

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NBC-New York, 11/10/59

NBC COLOR TELEVISION NEWS



'GATEWAYS TO THE MIND' TO BE COLORCAST AGAIN

- - -

Bell System Science Series to Present Story of Human Senses
As First of Three One-Hour Programs in 1959-60

"Gateways to the Mind," the "story of the human senses," will be repeated by the "Bell System Science Series" Sunday, Dec. 6 on the NBC-TV Network (colorcast 6-7 p.m. EST).

This will be the first of three one-hour science programs to be presented this season on NBC-TV by the Bell System. A new program, now in preparation, is expected to be telecast in February, and "The Alphabet Conspiracy" will be repeated March 20.

"Gateways to the Mind" features Dr. Frank Baxter, visiting a movie studio as a scientist. There he explains to the crew the workings of the human sense organs, employing some of their own equipment to illustrate his points. With exposition, dramatization and animation, the program illustrates the use of the sense organs that enable "us to know the world around us."

In addition to showing the actual senses in operation, the program demonstrates how the nervous system brings this information to the brain, and how in turn people react to various stimuli such as heat and cold.

The program was produced by Warner Brothers with Owen Crump as producer and director. The production was supervised by the Science Series Advisory Board of 10 distinguished scientists. N. W. Ayer is agency for the Bell System.

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NBC-New York, 11/10/59

NBC TELEVISION NETWORK NEWS

CANNES FILM FESTIVAL AWARDS THE GRAND PRIX TO TELEPLAY,
'THE WOMAN BETWEEN,' ON 'LORETTA YOUNG SHOW'

"The Woman Between," a drama on the NBC-TV Network's "Loretta Young Show" (Sundays, 10 p.m. EST) has been awarded the Grand Prix, highest honor in the "half-hour dramatic series" category at the 1959 Cannes Film Festival.

John London, the series' producer, said Miss Young was "overjoyed" by news of the honor. This was the first year that filmed teleplays had been submitted to the International Film Awards Festival held annually in France.

"The Woman Between," telecast originally on NBC-TV Nov. 23, 1958, (and repeated July 26, 1959) starred Miss Young with John Newland. Newland also directed the teleplay, which Pauline Stone and Mike Cosgrave wrote from a story by Mortimer Braus.

The story concerns the plight of an ambitious business executive (Newland) who strongly suspects that his wife (Miss Young) and his best friend (Paul Picerni) threaten his future. When he confronts them with his suspicions, his wife is forced to reveal the identity of his true enemy.

London said that Miss Young was in France earlier this year when the festival was in progress but could not attend because of shooting schedules for her first full-hour teleplay, "The Road." Filmed entirely in France, "The Road" was the 1959-60 season's premiere of the "Loretta Young Show." It won public and critical approval.

The "Loretta Young Show" series, in its six seasons on NBC-TV, has won three Emmy Awards and 34 other national and regional honors for excellence of acting, writing or program content.

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NBC-New York, 11/10/59

NBC RADIO NETWORK NEWS

November 11, 1959

ROBERT W. SARNOFF, IN ADDRESS AT NBC RADIO AFFILIATES MEETING,
CITES NEED OF EMERGENCY COMMUNICATIONS FOR NATIONAL DEFENSE
AS A PRIME REASON FOR STRONG AND ACTIVE RADIO NETWORK

In an address at the annual meeting of the NBC Radio Network affiliates today, Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, cited the need for emergency communications planning for national defense as one of the prime reasons why NBC is determined to maintain a strong and active radio network.

He said that NBC Radio has evolved a new method of operation which assures affiliates of a stable and enduring network service.

The meeting, held at the Plaza Hotel in New York, was attended by executives of more than 150 NBC Radio affiliates. Harry Bannister, NBC Vice President in charge of Station Relations, introduced Robert E. Kintner, President of NBC, who discussed the flexible new pattern of operation for the radio network.

Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, announced that 123 affiliates have already accepted the new plan and that clearances have been assured by most of the other stations in the network.

Commenting on his discussions with regional affiliate groups in Atlanta, Dallas, New York, San Francisco and Chicago during the past month, Mr. Culligan said:

(more)

Continued on page 10

At the same time, the Board of Directors of the

Radio Corporation of America

is a public agency for the purpose of

In an address at the annual meeting of the

Board of Directors, Mr. Nathan, Chairman of the

Board, said that the Board is deeply

convinced that the Radio Corporation of America

is a public agency for the purpose of

the Radio Corporation of America

is a public agency for the purpose of

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2 - Radio Affiliates Meeting

"The principal accomplishment of these meetings was the creation of an atmosphere of cooperation between the network and its affiliates. The decisive step taken to eliminate the irritations which have existed for seven or eight years has cleared the way for a concerted network-affiliate drive to make each station's service to its community truly outstanding.

"The NBC Radio Network, devoting all its energies to the kind of programming it alone can do best -- news, special events, analysis, commentary, sports and 'Monitor' -- enables each station to create its own image in its community with local programming integrated with worldwide and national news, important sports and special events and 'Monitor'."

Starting on Jan. 1, 1960, the regular network schedule will consist of news, informational and public service programs including "Monitor," "News-on-the-Hour," the "Image" series, the World Series, the "Gillette Cavalcade of Sports," and 15-minute news, commentary and analysis programs. Entertainment programs -- such as "My True Story," "Premiere Playhouse" (starring Joseph Cotten, Gloria De Haven, Don Ameche and others), "Inner Sanctum," "Joyce Jordan, M. D." (with Madeleine Carroll), "Washington Wife" (with Celeste Holm), and personality and sports vignettes -- will be made available to affiliates on a fee basis from the NBC Program Service for local and national spot sales.

A panel of representative affiliates from all parts of the nation expressed unanimous support of the new plan. Panel members were: Harold Grams, General Manager, KSD, St. Louis, Mo., Chairman; Frank Gaither, General Manager of WSB, Atlanta, Ga.; Louis Read, Vice President and General Manager, WDSU, New Orleans, La.; John Shott,

(more)

3 - Radio Affiliates Meeting

General Manager, WHIS, Bluefield, W. Va.; C. D. Tully, General Manager, WDSM, Duluth, Minn., and Van Beuren DeVries, Vice President and General Manager, WGR, Buffalo, N. Y.

Mr. Culligan also announced that a new news analysis and commentary feature, "Emphasis," will be programmed on the NBC Radio Network Monday through Friday, starting Jan. 4, 1960. The schedule follows (EST):

9:05 a.m. -- "Emphasis -- Washington." David Brinkley and Ray Scherer will cover developments at the White House and on Capitol Hill.

10:05 a.m. -- "Emphasis -- Ledger of Life." Morgan Beatty will explain the background of world affairs.

11:05 a.m. -- "Emphasis -- United Nations." Pauline Frederick will discuss personalities and news of the U. N.

12:05 p.m. -- "Emphasis -- The World." Up-to-the-minute reports by Joseph C. Harsch (London), Edwin Newman (Paris), Irving R. Levine (Rome), Cecil Brown (Tokyo) and John Chancellor (London).

1:05 p.m. -- "Emphasis -- U. S. A." Robert McCormick will roam the United States to provide coverage of important news breaks.

2:05 p.m. -- "Emphasis -- People." Alex Dreier will report on personalities behind the news.

3:05 p.m. -- "Emphasis -- World Beat." Wilson and Lee Hall, the only husband-and-wife news team in network broadcasting, will discuss world figures and current events.

4:05 p.m. -- "Emphasis -- Comment." Chet Huntley analyzes the significance of world news developments.

Commissioner Robert E. Lee of the Federal Communications Commission later addressed a luncheon meeting of the affiliates on the subject, "Networks -- In Defense."



November 11, 1959

'HALLMARK HALL OF FAME' COLORCAST OF 'CHRISTMAS FESTIVAL'
WILL STAR WALTER SLEZAK IN A LUDWIG BEMELMANS STORY

- - -

'The Borrowed Christmas' Is One of Four Segments of Full-Hour Special

Walter Slezak will star in a dramatization of Ludwig Bemelmans' "The Borrowed Christmas" on the "Hallmark Hall of Fame" colorcast, "Christmas Festival," Sunday, Dec. 13 (5:30-6:30 p.m. EST), it was announced today by producer-director George Schaefer.

The noted author-artist's story was published in Holiday Magazine in 1952. The adaptation will be one of four segments in the "Hallmark" pre-Yule production. Details of the other highlights will be announced later.

"The Borrowed Christmas" is being adapted for TV by Joe Schrank, who did the screenplays of "The Clock," "Cabin in the Sky" and "Ever Since Eve," and TV adaptations of "Abe Lincoln in Illinois" and "The Magnificent Ambersons."

In "The Borrowed Christmas," Slezak plays a hardened financier who attempts to transfer his cynicism about Christmas to his young grandson, until he is converted to the spirit of the season through a series of eerie circumstances. The rest of the cast will be announced.

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NBC TELEVISION NETWORK NEWS

November 11, 1959

'SUNDAY SHOWCASE'

- - -

'Not So Long Ago'--a Light-Hearted 'Project 20' Portrayal
Of Strange New World That Emerged in 1945-50--
To Be Telecast Jan. 31 on NBC-TV Network

The strange new world that emerged in the United States during the years 1945 to 1950 will be authentically portrayed in a new "Project 20" production on the NBC-TV Network.

Donald B. Hyatt, director of NBC Special Projects, announced today that the program, titled "Not So Long Ago," will be telecast in the "Sunday Showcase" time period Sunday, Jan. 31 (8-9 p.m. EST).

Opening with a rousing and raucous celebration sequence depicting the day peace came, the program will re-create through fact-film, music and narration the exuberant, free-wheeling "peace-it's-wonderful" feeling that prevailed in the country from 1945 to 1950.

The creative team responsible for "Not So Long Ago" is the one associated with earlier "Project 20" programs, most recently the warmly-acclaimed "Life in the Thirties": Hyatt, producer-director; Richard Hanser, writer; Robert Russell Bennett, music; Daniel W. Jones, film research.

Documenting the years that marked America's entrance into the Atomic Age and produced more rapid and colorful changes in the

(more)

national scene than perhaps any other five years in history, "Not So Long Ago" will be done in the light-hearted manner of "The Jazz Age," an earlier "Project 20" production.

"These five years offer a wonderful opportunity to examine the full range of the American character in a period undisturbed by war or depression," Hyatt said. "Our treatment will be oriented more toward personality and human interest -- the sheer living of life -- rather than toward earth-shaking diplomatic or economic events. While there will be no heavy analysis-in-depth, no whither-are-we-drifting, there will be no attempt to avoid the period's major events."

Neither will there be a voice-of-doom commentator. Recalling the late Fred Allen's much-admired commentary for "The Jazz Age," Hyatt said that an "equally unconventional" narrator is being sought for the new production.

Robert Russell Bennett's orchestral score will be a fast-paced, bouncy interpretation of the music of the period.

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NBC-New York, 11/11/59

RODNEY CLURMAN, FORMER PFC DECORATED FOR KHRUSHCHEV ASSIGNMENT,
JOINS NBC NEWS AS SPECIAL PROJECTS COORDINATOR

Rodney Clurman, former Army PFC who won a medal for his work as behind-the-scenes press, radio and TV organizer for the recent visit of Soviet Premier Khrushchev, has joined NBC News as Special Projects Coordinator.

Julian Goodman, Director of News and Public Affairs, announced that Clurman has been assigned to the Special News Programs unit, which was created recently to expand NBC's special news and informational programming.

Clurman was nearing the end of his two-year Army service when he was named to help set up arrangements for press, radio and TV coverage of the Washington and Camp David phases of the Khrushchev visit.

For his contribution, the 25-year-old PFC was awarded the Army Commendation Ribbon for "exceptionally meritorious service" at a ceremony attended by White House Press Secretary James C. Hagerty and a number of high-ranking Army officers.

One press officer described Clurman's work in these terms: "In effect, he was the boss unless one of the people directly responsible, like Mr. Hagerty, said otherwise."

A UPI dispatch reporting the award said that "while it was not publicized generally at the time, generals and other top officials sat up and listened when the youth outlined plans for the visit."

Clurman was a member of the Audio Visual Section of the Military District of Washington. In this assignment he served as

(more)

liaison in setting up press arrangements for arrivals and departures from Washington. He also wrote, directed and produced a number of Army radio and TV programs, including a widely commended Christmas color show in 1958.

Before entering the Army, Clurman was associate producer for Tex and Jinx Productions in New York. He is a graduate of Haverford (Pa.) College and attended Harvard Summer School and the Shakespeare Institute University of Birmingham, Stratford-on-Avon, England. He lives in New York City with his wife, Adele, and their four-month-old daughter.

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NBC-New York, 11/11/59

arranged his affairs for his family and his
Washington. He also wrote, directed and produced a number of
TV programs, including a widely commented drama
about the 1950s.

Before leaving the Army, Clutter was associate professor for
film production in New York. He is a graduate of Harvard
College and attended Harvard Summer School and the Shakespeare
Institute of London, England. He
is now living in his wife's home, and has a four-month-old

New York, 10/11/50

NBC COLOR TELEVISION NEWS



SHORE ENOUGH! NOTHING FINER THAN CLOTHES OF DINAH

- - -

Famous Collection Is Subject of Cosmopolitan Magazine Article

An article on Dinah Shore's television wardrobe, dubbed "the most talked-about collection of high-fashion work clothes in America," appears in the current issue of Cosmopolitan Magazine.

The article is written by Lyn Tornabene and is illustrated by 11 color photographs of the celebrated collection.

"If for one second at 9:03 p.m. every Sunday," the article begins, "America's supply of oxygen is suddenly diminished, it is no wonder. At that moment Dinah Shore steps before the TV cameras and thirty-five million viewers simultaneously inhale a quick gasp of delight."

The story points out that half of Dinah's fan mail concerns her wardrobe, which she displays at the average rate of six outfits per show, 55 per season. Also discussed are the NBC star's quick-change problems, her designer, his budget, his trick-dress creations and Dinah's clothes preferences, which are: "Simple clothes with a generous cut in lush fabrics; wide necklines, round or square; short sleeves or wide shoulder straps."

("The Dinah Shore Chevy Show" is colorcast on the NBC-TV Network Sundays, 9-10 p.m. EST.)

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NBC-New York, 11/11/59

November 11, 1959

WHO'S WHO IN NBC NEWS

William R. McAndrew	Vice President, NBC News
Julian Goodman	Director, News and Public Affairs
J. O. Meyers	Director, NBC News
Samuel Sharkey	Editor, NBC News
Rex Goad	Manager, NBC News
Leonard Allen	Manager, TV News Film Assignments
Eugene Juster	Manager, News Film Operations
Arthur Wakelee	Manager, Special News Programs
Leslie Vaughan	Manager, Administration
Stanley Rotkewicz	Manager, Budgets and Pricing
Don Meaney	National TV News Editor
David Klein	News Film Operations Supervisor
William Quinn	Assistant News Film Operations Supervisor
James Pozzi	Supervising Film Editor
Arthur Hepner	Coordinator, NBC News Information Services

SPECIAL NEWS PROGRAMS

Julian Goodman	Executive Producer
Reuven Frank	Producer
Chet Hagan	Producer
Louis Hazam	Producer
Robert Priaulx	Director
Rodney Clurman	Special Projects Coordinator

(more)

"THE HUNTLEY-BRINKLEY REPORT" AND "TIME: PRESENT--CHET HUNTLEY REPORTING"

Reuven Frank	Producer
Chet Huntley	Commentator
David Brinkley (Washington)	Commentator
Eliot Frankel	News Editor and Associate Producer
James Kitchell	Director
Jack Sughrue	Director
Piers Anderton	Writer
Dick Bruner	Writer
William Hill	Writer
David Teitelbaum	Writer
George Murray	Director
Charles Sieg	Director

"TODAY" NEWS

William Fitzgerald	Supervising Editor
Chet Hagan	Producer
Helen Marmor	Night Editor
Ric Ballad	Writer
Joseph Dembo	Writer
Dan Grabel	Writer

NEW YORK CORRESPONDENTS, REPORTERS

Frank Blair	Chet Huntley	Ray Owen
Morgan Beatty	Frank McGee	Gabe Pressman
Pauline Frederick	Merrill Mueller	William Ryan
Lee Hall	Leon Pearson	
Wilson Hall		

(more)

NEW YORK WRITERS

James Aldrich	Steve Flanders	Harry McCarthy
Kenneth Bernstein	Larry Ganger	Joseph Mehan
James Boozer	Paul Good	William Percival
William Boyle	Edward Gough	Leonard Probst
Albert Burchard	Richard Graf	James Quigley
William Corley	James Harper	Patrick Trese
Kenneth Donoghue	Ray Hasson	Sumner Weener
Eugene Farinet	James Holton	Robert White
William Fitzgerald	Jerry Jacobs	Russ Willis
	David Lent	

NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Thomas Priestley	Cameraman
Jesse Sabin	Cameraman
Santino Sozio	Cameraman
Irving Smith	Cameraman
Joseph Vadela	Cameraman
Thomas Landi	Assistant Cameraman
John Griffin	Cameraman's Assistant
Herman Van Devender	Cameraman's Assistant
William Baer	Lab Liaison
Jerry Gold	Soundman
George Jordan	Soundman
Anthony Gamiello	Electrician
Ted Samuelson	Electrician
Charles Schlosser	Electrician
Edward Mueller	Maintenance-Electrician
John Krumpelbeck	News, Feature Assistant

(more)

FOREIGN NEWS BUREAUS

LONDON

Joseph C. Harsch	Senior European Correspondent
John Chancellor	Correspondent
John Peters	Cameraman
Guy Blanchard	Cameraman
Florence Peart	Office Manager

PARIS

Edwin Newman	Correspondent
Paul Archinard	Operations

ROME

Irving R. Levine	Mediterranean Correspondent
Edmondo Ricci	Cameraman

BERLIN

John Rich	Correspondent
Gary Stindt	Manager, NBC News Film, Central Europe
Harry Thoess	Cameraman
Peter Dehmel	Cameraman-Soundman
Joseph Oexle (Munich)	Cameraman

CAIRO

Welles Hangen	Mid-East Correspondent
Hans Klingeberger	Cameraman

TOKYO

Cecil Brown	Chief Far Eastern Correspondent
Yung Su Kwon	Cameraman

HONG KONG

James Robinson	Correspondent
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(more)

FOREIGN NEWS BUREAUS (CONT'D)

MOSCOW

Joseph Michaels	Correspondent
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BEIRUT

Helmut Ammon	Cameraman
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NATIONAL BUREAUS

WASHINGTON, D. C.

Elmer W. Lower	Manager, NBC News for Washington
Russ Tornabene	Network News Desk Supervisor
Arthur Barriault	Congressional Correspondent
Frank Bourgholtzer	State Department Correspondent
Ray Scherer	White House Correspondent
Robert Abernethy	Correspondent
Martin Agronsky	Correspondent
David Brinkley	Correspondent
Leif Eid	Correspondent
Peter Hackes	Correspondent
Richard Harkness	Correspondent
Herb Kaplow	Correspondent
Robert McCormick	Correspondent
L. William McDonald	News Film Supervisor
Burt Ivry	Assistant News Desk Supervisor
Charles O. Jones	Director
Ralph H. Peterson	Director
Bradford Kress	Cameraman
David Weigman	Cameraman
James Curtis	Film Technician
John Hofen	Soundman
John Langenegger	Soundman

(more)

NATIONAL BUREAUS (CONT'D)

CHICAGO

Frank Jordan	Acting, Manager, NBC News, Central Division
Alex Dreier	Correspondent
Len O'Connor	Correspondent
Sander Vanocur	Correspondent
William Birch	Cameraman
Earle Crotchett	Cameraman
Bruce Powell	Cameraman
John Dial	Soundman
Harold Kluehe	Soundman
Charles Baker	Writer
Don Bresnahan	Writer
John Erp	Writer
Walt Grisham	Writer
Peter Jacobi	Writer
Ray Nelson	Writer
Stanley Paulsen	Writer
Walter Pfister	Writer
Sam Saran	Writer
Bill Warrick	Writer

LOS ANGELES

John H. Thompson	Manager, NBC News, Pacific Division
Ed Conklin	Manager, News Operations
Don Roberts	Assistant Manager, News Operations
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Bob Wright	Correspondent
Lee Giroux	Reporter

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NATIONAL BUREAUS (CONT'D)

Jack Latham	Reporter
Dick Smith	News Assistant
Dexter Alley	Cameraman
Gene Barnes	Cameraman
Ted Mann	Soundman
Jim Dooley	Writer
Bert Frank	Writer
Ed Haaker	Writer
Roy Heatley	Writer

PHILADELPHIA

Ernest Leiss	News Director
Thomas Pettit	Reporter-Correspondent
Paul Taylor	Reporter-Correspondent
John Franklin	Reporter-Correspondent
Vincent Leonard	Commentator-Writer
James Farrell	Writer-Reporter
William Dean	Writer-Reporter
Irwin Margolis	Writer-Reporter
Nathan Rutstein	Writer-Reporter
Thomas Simonton	Writer-Reporter
Michael Evdokimoff	Cameraman

SAN FRANCISCO

Ed Arnow	Correspondent
Robert Goggin	Correspondent

DALLAS

Maurice Levy	Southwest Regional Cameraman
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ATLANTA

Robert Blair	Southeast Regional Cameraman
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NBC PRESS REPRESENTATIVE:

Robert Brown (New York)

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NBC-New York, 11/11/59

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

November 12, 1959

ROBERT W. SARNOFF URGES TELEVISION INDUSTRY TO CHALLENGE VIEW
THAT QUIZ SHOW RIGGING IS TYPICAL OF OVERALL TV SERVICE

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today urged the television industry to challenge the view that quiz show rigging is typical of the character of the overall TV service.

Mr. Sarnoff also emphasized to television executives the necessity of intensifying their efforts on a broad front towards making the overall service of television better understood by those groups which have written the medium off as a "restricted mixture of a few entertainment palliatives."

The NBC executive's remarks were made at a luncheon following the annual meeting of NBC television affiliates at the Plaza Hotel, New York.

Stressing the need to "delineate between the malpractices of the few and the constructive and fruitful efforts of the many in the TV industry," Mr. Sarnoff said:

"Quizzes represent a small fraction of the 10,000 hours of programs offered by the networks annually but their tarnish is being rubbed off on all areas of programming, network and local. Dishonesty is being equated with dull programming and with a supposedly low level of creativity. This is a process which television cannot permit to continue unchallenged."

He forecast that television will be under "continued hard scrutiny" in the months ahead and urged the industry -- especially at

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the station level -- to be alert to the creation of the "false impression that . . . wrongdoing flourishes only in broadcasting."

"It is imperative," he said, "that all broadcasters safeguard themselves against wrongful practices which would be laid at their doors, even though carried on without their knowledge."

Mr. Sarnoff observed that the new Television Information Office will be an effective instrument to support these goals. Its mission, he said, is not that of "pitchman for television." Rather, he said, it is to reach those areas of the public which do not understand the medium and to "open their eyes to the special interest programming available to them . . . to rally their support for it . . . to learn from them how television can better meet their needs."

The NBC executive noted that much misunderstanding has arisen concerning the nature and function of the newly created unit within the company charged with investigating areas of possible deceptive practices.

"The unit will not be a private police force," he said, "but an executive staff group which will help us separate the grey areas into black and white, into acceptable and non-acceptable. From it, we will seek reasonable ground rules for safeguarding the integrity of our programming and practices."

He emphasized that the unit will not engage in witch hunts but will "help formulate the standards and practices which will carry out the NBC policies for safeguarding the public interest against shady dealings anywhere in our operation, and to administer these policies and practices with continuing vigilance."

Mr. Sarnoff reaffirmed NBC's belief that the solution to the situation prompted by quiz show scandals is not wiping out an entire category of programming because some "irresponsible, fast-buck operators once infiltrated a segment of it."

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"The hard, not the easy, way for network television to respond to the quiz scandal is to devise effective means of eliminating deception and to apply them with rigor and vigilance," he said. "It is hard because, as the Washington testimony has established, it is easy to rig a quiz show. A dishonest producer, a susceptible contestant alone in a room or a car; and the integrity of a program enjoyed by millions is in jeopardy. But however easy to rig, however hard to detect, we cannot avoid the task. A bank does not close down because of a dishonest teller, the Treasury does not eliminate twenty-dollar bills because counterfeiters make them. Nor have American newspapers permitted a recent contest scandal in the Northwest to spell the end of their large-prize contest and circulation projects."

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NBC-New York, 11/12/59

Address by
Robert W. Sarnoff,
Chairman of the Board,
National Broadcasting Company,
Before NBC Affiliates
Thursday, November 12, 1959
At Plaza Hotel, New York

In our planning for this annual affiliate gathering, the irreverent suggestion was made that we seek out a bomb shelter instead of an exposed hotel ballroom. The quiz show explosion has sent its shock waves through all of television. The explosive charge was set by the handful of outside producers who promoted the rigging conspiracy, but the brunt has fallen on the networks. And it has touched off a chain reaction. Although the broadcasters were victims of the situation along with the public, they have been hit again by the most sweeping condemnation of the morality of the entire television industry. This in turn, has triggered fresh charges of mediocrity and irresponsibility against the whole program service.

No association in this complex, eleven-year-old enterprise of television is closer than that between network and affiliate, the twin elements that have built and developed television. It is to you, in this annual meeting, that an account of our stewardship through these troublesome days of deceit and betrayal is due. Together, I hope we can put in perspective the explosion's significance and appraise our course for the future with calmness and resolution.

I will not reprise the sequence of events showing, step by step, how NBC was betrayed by those it trusted; or how we undertook to deal affirmatively and effectively with the secret frauds committed against us, as they were discovered. The full account is set forth

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2 - Address by Robert W. Sarnoff

in the testimony Bob Kintner gave so forthrightly last week before the House Subcommittee, and a copy of his presentation has been sent to all our affiliates. But I would like to remind you of these salient points:

First, the management of NBC had no knowledge of the skullduggeries that took place in the quiz shows produced for us. Is this incredible, as Walter Lippman and many others suggest? Perhaps incredible, but nonetheless the fact. We are not the first to have been deceived by those we trusted. Some of the most respected jurists in American history, including Judge Learned Hand, sat for many years in the same court and worked on the same cases with Judge Manton, who was later convicted of taking bribes over a long period of time. Deceit has a way of seeming obvious after it has been unmasked. But the deceptions practiced by Enright and Freedman and those who played their game were skillfully concealed from us, as they were from the public, and indeed as they were concealed at first from the Grand Jury, despite all its resources for investigation. Nothing could illustrate the tightly guarded nature of the quiz conspiracy more than the recently disclosed fact that contestant after contestant appeared before the Grand Jury and concealed the truth.

Second, we fully recognize and accept our responsibility to the public and to you, our affiliates, for every program we present. In this sense, in placing corrupt quiz shows on the air in good faith, we fell short of what you and the public have a right to expect. We did not distrust people who seemed entitled to trust. But this error of judgment should not be equated with lack of diligence and certainly not with deliberate wrongdoing. Knowing what we now know, our task

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3 - Address by Robert W. Sarnoff

is not to mourn the past but to take every step humanly possible to insure against recurrence of deception in our programs.

Third, we have never sought to sweep the quiz scandal under the rug, as some have implied. The District Attorney, if called upon, can testify that NBC pledged its full cooperation and assisted his investigation by furnishing kinescopes, files and witnesses whenever requested.

When the Grand Jury presentment was impounded by court order, NBC, alone among broadcast organizations, publicly declared it would welcome release of the presentment. Why? Because we believed the best way to root out deception was to expose it. Having been blocked from investigating contestants ourselves while the Grand Jury proceeding was underway, we sought the results of the investigation in order to act upon them.

Since then, our own investigations have continued, their sole aim to create every conceivable deterrent to future wrongdoing. No industry as dependent as ours on public confidence can afford to do anything less. It is on this basis that we are looking to the past in order to guide ourselves in the future. What is the solution to the present situation?

Is the solution the abolition of quiz programs from the airwaves?

If we accepted this as a solution, then I think we would concede that we are incapable now and for the future of being masters in our own house. On this issue, I am in fundamental disagreement with Dr. Stanton, an outstanding leader of broadcasting, whom I respect. To me, it is no solution to wipe out an entire category

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of programming because some irresponsible, fast-buck operators once infiltrated a segment of it. British television experienced a quiz scandal and responded by cleaning it up; today quiz programs continue among the most popular in that country, as indeed they do in nearly every nation with television. Are we, who set the standard for world television, to appease the past by restricting our program service of the future, on the theory that we are unable to manage a program type of proven popularity?

The hard, not the easy, way for network television to respond to the quiz scandal is to devise effective means of eliminating deception and to apply them with rigor and vigilance. It is hard because, as the Washington testimony has established, it is easy to rig a quiz show. A dishonest producer, a susceptible contestant alone in a room or a car; and the integrity of a program enjoyed by millions is in jeopardy. But however easy to rig, however hard to detect, we cannot avoid the task. A bank does not close down because of a dishonest teller, the Treasury does not eliminate twenty-dollar bills because counterfeiters make them. Nor have American newspapers permitted a recent contest scandal in the Northwest to spell the end of their large-prize contest and circulation projects.

Is the solution the appointment of an industry "czar" with broad police powers?

I do not know the genesis of this proposal, but it suggests an unfamiliarity with the essential character of this multi-faceted industry. Could a czar rule over hundreds of independently owned stations, over groups of stations, over regional networks and national networks, over scores of independent program packagers and the motion picture companies who contribute to television, over talent agencies and stars? Apart from its impracticality, is not this idea at odds

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with television's whole structure of responsibility, which rests directly on the individual broadcaster? Can the television program service, which embraces newsgathering and reporting and comment be placed under a czar any more than the other press media -- the newspapers and magazines? I cannot believe that well-intentioned persons who advocate a czar would still do so after thinking through the full implications of what they propose.

Is the solution a new broadcasting system patterned after the British commercial networks, with a BBC thrown in for cultural programming?

I respectfully suggest that the advocates of this solution first study the British system. The commercial networks do not compete as our networks do. They program separate blocs of time, and in separate regions of the country. They sell advertisements in time blocs, not in programs as we normally do. And what have the results been? A program popularity chart very comparable to ours. American westerns ride high, and so do quiz and variety and panel shows. In the face of this competition, the BBC has broadened its popular program base, and the result, I believe, has been a gradual blending of the cultural and the popular, the informational and the entertaining, that is characteristic of the program direction in which both NBC and CBS are moving.

Wherever television exists abroad, the hunger for American programs is intense. There is no foreign system I know, and I have inspected many, that achieves as much or holds as much promise as the American system in providing for the full range of public tastes, and in stimulating and staying abreast of new tastes.

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Is the solution more and tighter regulation by government, either through the FCC or the FTC or through specially-created commissions?

I confess I do not grasp the precise meanings of these proposals, but two facts seem clear to me: first, that federal regulation of programming could not be effective in dealing with quiz show deception; second, that authority for such regulation would plunge the Government into the selection of programs, the suitability of program types and the composition of program schedules -- functions far afield from the specifics of the quiz scandal.

So far as effectiveness of government program regulation is concerned, no government standards would have prevented producers from conspiring with contestants in secret as they did in some of the quiz shows. As to the propriety of program regulation, the selection, suitability and scheduling of programs are matters on which the broadcaster must act, with the audience as the ultimate regulator; and if the broadcaster acts unwisely, the audience itself will turn from him to his competitor or to some other form of entertainment or information.

There is, we think, one area where government action could be helpful -- by making it a crime knowingly to rig a broadcast contest -- and NBC has suggested such legislation. But this is far from program regulation. Instead, it would be aimed directly at the wrongdoers -- the Enrights and Freedmans and Felshers and their co-conspirators -- rather than at the whole process of programming.

Where do we go from here?

As for NBC, we have taken action so that our audiences, our affiliates, and our advertisers can have confidence in the integrity

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7 - Address by Robert W. Sarnoff

of our quiz shows. We are now broadening that action to deal with any other area in our program operations where improper practices might appear; kickbacks, payolas, the exchange of money for plugs, or deceptive advertising practices.

As you know, these activities have not gone unchallenged by NBC in the past. But because the whole system of plugs, for example, is so amorphous and undefined; because it has so many variations, ranging from legitimate enterprise to unlawful payola; because it eludes normal detection; because when one method is discovered and stopped, another takes its place -- for all these reasons, we have not succeeded in eliminating the problem and we realize that we have not been adequately equipped to do so. Similarly, although we have been operating against deceptive advertising practices almost from the beginning of the network, we must strengthen our surveillance and control in this area.

To act in all these fields on a comprehensive and systematic basis, we have created the nucleus of what will become a permanent organization within NBC. It will be staffed with specialists and headed by an executive of suitable experience and outstanding reputation, to be directly responsible to the management of NBC.

Since the announcement of this unit last week, much misunderstanding has cropped up concerning its nature and function, and I would like to clarify its role. Its purpose will be to help formulate the standards and practices which will carry out the NBC policies for safeguarding the public interest against shady dealings anywhere in our operation, and to administer these policies and practices with continuing vigilance.

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To take corrective steps in areas such as payola, we must first uncover the hard-to-get-at facts surrounding them. To assure ourselves that no wrongdoers remain in the production staffs of the contest programs furnished to us, we must first investigate all leads to possible past wrongdoing. And to prevent any recurrence, we must maintain continuing checks on all programs where deceit might arise.

For these reasons, the nucleus of the unit is investigative in nature. That is the immediate task, but it is only one aspect of it. The unit will not be a private police force, but an executive staff group which will help us separate the grey areas into black and white, into acceptable and non-acceptable. From it, we will seek reasonable ground rules for safeguarding the integrity of our programming and practices.

The unit will not engage in witch hunts; neither will it undertake to eliminate those elements of entertainment which are essential to the vitality of entertainment itself. We see a clear line between the illusions of the entertainer and the fraudulent acts of a quiz rigger; between sub rosa payments for slipping an unauthorized product into a show, and the bona fide fee a publicity agent gets from his client when the latter appears on a program that wants him.

In all of these areas, we must challenge the hysteria which has painted quiz show rigging as typical of the whole character of television. We must not yield to the emotions of the moment, which while understandable in the light of recent revelations, do not themselves help solve the problem. We should be mature and responsible enough -- whether we are broadcasters or advertisers -- to make distinctions between the present and the past. I do not think it is

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reasonable to conclude that a program is unworthy because it once had some crooked people who have since been removed; or that quiz shows are unacceptable as a class because a few of them were rigged in the past. Nor do I think the public is making such judgments.

In this connection, I want to pay a personal tribute to Bob Kintner for his presentation last week before the House Subcommittee. It would have been a lot easier to have taken the position that the network was the main culprit, and such a position might have drawn some undeserved applause and praise. But that would not have been intellectually honest. In standing firmly and courageously on the facts, I think Bob has done a real service to the industry, as a spokesman for the integrity of the broadcaster.

This same task continues for the industry, on the broader front of making its overall service understood. With the Television Information Office, the industry has a new instrument to fulfill this need. Many are fearful that the TIO begins its operation at an unfortunate time, its efforts inevitably hamstrung by the quiz scandal. Although the present climate imposes an additional burden, I believe it could not have started at a better time. The need to delineate between the malpractices of the few and the constructive and fruitful efforts of the many in this industry has never been more compelling.

Quizzes represent a small fraction of the 10,000 hours of programs offered by the networks annually but their tarnish is being rubbed off on all areas of programming, network and local. Dishonesty is being equated with dull programming and with a supposedly low level of creativity. This is a process which television cannot permit to continue unchallenged.

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Ironically, as the quiz drama unfolded in Washington, another less-heralded drama of programming achievement was unfolding on the home screens of the nation. Ingrid Bergman's "Turn of the Screw," Laurence Olivier's "The Moon and Sixpence," Bernard Shaw's "Misalliance," Leonard Bernstein's Moscow concert, Edward Murrow's missile study, a searching historical drama of Jefferson and Hamilton, a penetrating Project 20 documentary on America in the '30s -- all were presented within a two-week period by those networks which, Mr. Lippman infers, cater only to the masses, are interested only in profits and are incapable of presenting the type of quality programming which a subsidized network would presumably undertake.

In terms of program scope, the networks this season have broadened their sights. Since September, NBC has broadcast 20 News Specials, 17 of them during prime evening time. Last Sunday, we presented a two-hour version in English of Beethoven's great opera, Fidelio, and three more operas are scheduled for the months ahead.

In the educational field, "Continental Classroom" has been doubled to 5 hours a week, offering a course in Modern Chemistry as well as Atomic Age Physics.

This month alone we are presenting twenty-nine special programs, from Astaire to Brinkley to original dramas.

Together with the CBS schedule of specials, this line-up promises that few autumn days will pass without one or more network programs striving to move beyond the normal and the routine.

Whether or not all are critical and artistic successes, they represent an effort on a massive scale, to enlighten, to inform, to provide for the full range of American tastes. This effort certainly belies the charge that television programming is concerned only with westerns and private eyes.

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The mission facing the Television Information Office and its director, Mr. Hausman, is a clear one, one that Mr. Hausman well understands and enthusiastically accepts. It is not that of a pitch-man for television, a charge as unfair as many of the charges against the program service itself. It is to reach those areas of the public which, through indifference or lack of understanding, write off television as a restricted mixture of a few entertainment palliatives; it is to open their eyes to the special interest programming available to them; it is to rally their support for it; it is to learn from them how television can better meet their needs.

If this information effort could increase by a mere half million the number of viewers for each program of an educational, informational and cultural nature, every cent contributed by the industry would be well spent. For as audiences for these special-interest programs increase, so will their frequency and variety and so will their appeal for sponsors.

This is no time to be downhearted, either about the prospects of the information effort or the posture of the industry itself. Nor is this a time for defeatism. Despite some unwarranted charges, which in the heat of the moment, are being hurled at the television industry, it remains an industry staffed and directed by honorable and competent men -- men such as you in this room who helped found the medium and who have devoted your careers to its advancement.

As my father said when he addressed the NAB in 1947:

"Television should be no place for get-rich-quick Wallingfords, more interested in what they can take than what they can give. It should be a profession, with all that term at its best implies in integrity, dignity and above all, dedication to a tradition of public service."

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a mission leading to television information Office and
the Director, Mr. Newman, as a result of, and that Mr. Newman will
be a part of a group. It is not clear if a group
for television, a group of which is many of the changes against
the program service itself. It is to be noted that many of the public
through television as lack of understanding, while all
as a restricted number of a few organizations participate in
to be open their eyes to the special interest programs available
to them, it is to help them understand that it is to learn from them
and television can better serve their needs.

If this information were made available by a news staff
television the number of viewers for each program of an educational,
cultural and cultural nature, many more would be attracted to the
program as well as to the other programs. For an audience that is about 1-
million viewers, we will have a program and variety, and
to will their appeal for a program.

It is no time to be disappointed, either about the program
the television effort on the part of the industry itself. It is
a time for television. People are now interested in television, which
is the heart of the program, and which is the television industry.
It is an industry that is directed by business and companies
and which we see in the news who have found the television
devoted very much to the advancement.

As my father said when he addressed the IAB in 1957:
"Television should be no more for the few than it is for the many. It should
be in what they can take from what they can give. It should
be a medium, with all that term at its best implies in industry,
dedication to a tradition of public service."

The television industry is likely to be under continued hard scrutiny in the months ahead. It has already been announced that the whole field of payola will be investigated. This may prove to be a healthy ventilation of that sordid practice, which infects many business enterprises beyond broadcasting.

We must be alert -- this time the stations even more than the networks -- to the creation of a false impression that such wrongdoing flourishes only in broadcasting. It is imperative that all broadcasters safeguard themselves against wrongful practices which would be laid at their doors, even though carried on without their knowledge.

The stations as well as the networks have a basic stake in television's position and its future, and the stations must speak up actively, together with the networks, in its support. These are issues which affect all of us equally, and issues which no broadcasting organization should seize for competitive advantage.

If you fear for the future of television, you have less confidence than one of America's outstanding young leaders, Senator John Kennedy of Massachusetts. In a recent speech that was eclipsed by the quiz uproar, Senator Kennedy made some prophetic remarks about the future of television, and I would like to conclude by quoting his closing paragraph.

"The great days of the television industry are ahead. Its service in the public interest is just beginning, and in time we will look back to the present difficulties as merely a misstep on a long and ultimately successful climb."

Thank you, Senator Kennedy, and thank you, Ladies and Gentlemen of the NBC affiliate family.

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NBC TELEVISION NETWORK NEWS

November 12, 1959

11 PROGRAMS--INCLUDING 8 SPECIALS IN PEAK NIGHTTIME PERIODS--
WILL MARK NBC NEWS' RECORD TELEVISION COVERAGE
OF EISENHOWER'S TRIP TO 10 COUNTRIES

Eleven programs, including eight specials in peak nighttime viewing periods, will be presented on the NBC-TV Network to cover President Eisenhower's trip next month to 10 countries in Europe, Asia and Africa, it was announced today by William R. McAndrew, Vice President, NBC News.

The 11 programs will constitute the most extensive television coverage ever given a Presidential trip, Mr. McAndrew said. They will start with live coverage of Mr. Eisenhower's departure, expected near midnight Thursday, Dec. 3, and will include thereafter three full-hour programs and seven half-hour programs.

The specials will be presented by the Special News Programs unit formed recently by NBC News to expand programming in the areas of news and public affairs. They will be produced by Chet Hagan and Reuven Frank, under supervision of Julian Goodman, Director of News and Public Affairs.

Mr. McAndrew is now in Europe directing preparations for the NBC News coverage of the Eisenhower trip and the Western summit meeting on Dec. 19. He is working with NBC News bureaus in London, Paris and Berlin and will return to New York on Nov. 20.

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2 - Coverage of Eisenhower's Trip

Nine programs will be presented as Volume II of the "Journey to Understanding" series, which covered President Eisenhower's trip last Summer to Europe and Premier Khrushchev's subsequent visit to the United States. Two programs, on Dec. 6 and Dec. 20, will be presented in the "Time: Present--Chet Huntley Reporting" series (Sundays, 5:30-6 p.m. EST).

The "Journey to Understanding" series will start with the President's midnight departure from Andrews Air Force Base on Dec. 3 (Volume II, Report 1) and cover his weekend in Rome (Report 2, Monday, Dec. 7, 8-8:30 p.m. EST), his visits to Turkey, Pakistan, and Afghanistan (Report 3, Thursday, Dec. 10, 10:30-11 p.m. EST) and a detailed report on his stay in India (Report 4, Saturday, Dec. 12, 9:30-10:30 p.m. EST).

The series will then cover the President's final day in New Delhi and look ahead to the situations awaiting him in Iran and Greece (Report 5, Sunday, Dec. 13, 6:30-7 p.m. EST), report on his three-day Mediterranean cruise (Report 6, Friday, Dec. 18, 8-8:30 p.m. EST) and cover his participation in the Western summit meeting in Paris (Report 7, Sunday, Dec. 20, 8-9 p.m. EST).

The series will report on the conclusion of the Western summit meeting and cover the President's visits to Morocco and Spain and his return to Washington (Report 8, Tuesday, Dec. 22, 10:30-11 p.m. EST). NBC News correspondents will summarize the results of the Presidential mission and look ahead to its effects on world events during the coming year in "Projection '60" (Report 9, Sunday, Dec. 27, 8-9 p.m. EST).

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3 - Coverage of Eisenhower's Trip

To assure swift coverage, permitting NBC-TV to show many events of the tour on the same day they are recorded overseas, NBC News will make full use of film, video tape, microwave relays, the Eurovision TV Network and the new trans-Atlantic wire film system. Special planes will be chartered at many points in the tour to carry film and video tape to meet regular jet flights.

NBC News correspondent Frank McGee, who served as commentator on many of the programs in Volume I of the "Journey to Understanding" series, will be anchorman on all of the reports in Volume II. NBC News correspondents Ray Scherer and Bill Henry, cameraman David Weigman and soundman John Hofen will travel with the Presidential party.

Other NBC newsmen who will take part in the overseas coverage include Don Meaney, National TV News editor; Russ Tornabene, Washington Network News desk supervisor, and Fred Rheinstein, who will serve as field director of the specials. NBC News correspondents who will report from the scene include Chet Huntley, Joseph C. Harsch, John Chancellor, Edwin Newman, John Rich, Irving R. Levine, Welles Hangen and Cecil Brown.

The New York studio where the programs will be telecast will feature a specially designed Mercator projection map with three dimensional art work illustrating points along the Presidential itinerary. Composer-conductor Ralph Burns has been commissioned by NBC News to write a "Journey to Understanding" theme for the series.

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NBC-New York, 11/12/59

November 12, 1959

EMANUEL SACKS HEMATOLOGY UNIT OF EINSTEIN MEDICAL CENTER
IN PHILADELPHIA WILL BE DEDICATED SUNDAY, NOV. 15

The Emanuel Sacks Hematology Department of the Albert Einstein Medical Center in Philadelphia will be dedicated at 11:30 a.m. Sunday, Nov. 15, during special ceremonies to be held at the Northern Division of the Center, Broad and Tabor Roads.

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, will speak at the dedication, as will Dr. Harry L. Bockus, Professor of Gastroenterology at the University of Pennsylvania Graduate Hospital. Mr. Sacks' friends are invited to attend the ceremonies.

The new department, named for the late NBC Vice President in charge of Television Network Talent and Programs, was made possible by a grant made by the Emanuel Sacks Foundation for \$150,000. The foundation realized most of its money from a special television tribute to Mr. Sacks, "Some of Manie's Friends," which was telecast last March 3 over the NBC-TV Network.

Mr. Sacks died Feb. 8, 1958, of leukemia after an illness of several months. He had been with NBC since August, 1953, and was also a Staff Vice President of RCA and Vice President and General Manager of RCA Victor Records.

Mr. Sacks was known widely throughout the entertainment world and was responsible for discovering and shaping the talents of many of today's top entertainers.

NBC COLOR TELEVISION NEWS



NBC-TV TO PRESENT FIRST NETWORK BASKETBALL COLORCAST
NOV. 21 WHEN LAKERS PLAY ROYALS IN CINCINNATI

- - -

4 Additional Pro Basketball Games to Be Colorcast

The first network colorcast of a basketball game -- the Minneapolis Lakers vs. the Cincinnati Royals -- will be presented Saturday, Nov. 21 on the NBC Television Network.

NBC-TV will colorcast four additional basketball games -- all NBC professional contests -- Sunday, Nov. 22; Sunday, Dec. 6; Saturday, Jan. 2 and Saturday, Feb. 20. Each game will originate in Cincinnati through the facilities of the Crosley Broadcasting Corporation. Three color cameras will be used.

This year, NBC-TV has also colorcast World Series baseball, college football and Davis Cup tennis.

The complete basketball color schedule:

Saturday, Nov. 21 (5 p.m. EST) -- Minneapolis Lakers vs. Cincinnati Royals.

Sunday, Nov. 22 (2 p.m. EST) -- St. Louis Hawks vs. Cincinnati Royals.

Sunday, Dec. 6 (2 p.m. EST) -- St. Louis Hawks vs. Cincinnati Royals.

Saturday, Jan. 21 (2:30 p.m. EST) -- New York Knickerbockers vs. Cincinnati Royals.

Saturday, Feb. 20 (2 p.m. EST) -- Detroit Pistons vs. Cincinnati Royals.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

November 13, 1959

FIVE-POINT CREED FOR NATIONAL BROADCASTING COMPANY SET FORTH
BY ROBERT E. KINTNER AT TV AFFILIATES MEETING IN N. Y.

A five-point creed for the National Broadcasting Company was set forth yesterday by NBC President Robert E. Kintner at the annual meeting of the network's television affiliates in New York.

Mr. Kintner said:

1) "NBC intends to continue a diversified program schedule and not abdicate any phase of proper programming. We propose to root out those who have been deceitful, but we do not propose to abandon an important area of programming temporarily affected by wrongdoing."

2) "We propose to buy from all fields of creative forces the best programming we can and we propose to continue to produce within NBC a substantial amount of our schedule."

3) "We take complete responsibility for what goes on the NBC air."

4) "We propose to push color because we believe we have only scratched the surface of its potential for home entertainment."

5) "We expect to tell our story honestly and fully and I hope our affiliates will do the same because we all have a good story."

(more)

November 18, 1952

JOINT OWNERSHIP FOR NATIONAL BROADCASTING COMPANY AND NORTHERN

BY ROBERT E. KENNEDY AND BY ATTORNEY GENERAL JAMES M. W.

A five-point record for the National Broadcasting Company

is yesterday by NBC President Robert E. Kennedy at the

meeting of the network's television affiliates in New York.

Mr. Kennedy said:

1) "NBC intends to continue a diversified program

and is not interested in a phase of program programming.

We are to work out those who have been doubtful, but

we do not propose to abandon an important area of program

and are generally affected by a changing.

2) "We propose to buy from all kinds of creative

forces the best programming we can and we propose to con-

sume to produce within NBC a substantial amount of new

material."

3) "We take complete responsibility for what goes on

the NBC air."

4) "We propose to make every business as follows we

have only selected the success of the potential for him

and fairness."

5) "We expect to tell our story honestly and fully

and I hope our affiliates will do the same because we all

are a good story."

2 - Five Point Creed

At the meeting, other executives discussed current and future programming plans for the network. They included Walter D. Scott, Executive Vice President, Television Network; David Levy, Vice President, Programs and Talent; Alan Courtney, Vice President, Nighttime Programs; Carl Lindemann Jr., Vice President, Daytime Programs; Jerry Danzig, Vice President, Participating Programs; Don Durgin, Vice President, Television Network Sales; Julian Goodman, Director, News and Public Affairs; Thomas S. Gallery, Director, Sports; Donald Hyatt, Director, Special Projects; and Herbert Sussan, Director, Special Programs. Harry Bannister, Vice President, Station Relations, was moderator.

The broad panorama of NBC-TV's balanced schedule was examined by Mr. Durgin in a sound-and-film Cellomatic presentation. He compared this season's schedule to those of earlier years, pointing out the vast increase in type and quality of shows and in overall viewer service.

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NBC-New York, 11/13/59

November 13, 1959

RESOLUTION ADOPTED BY NBC TELEVISION AFFILIATES
AT ANNUAL MEETING IN NEW YORK

Adoption of the following resolution by the NBC Television Affiliates at their annual meeting in New York was announced today:

We, the Television Affiliates of the National Broadcasting Company, in convention assembled, do hereby unanimously resolve:

1. The Television Affiliates of the National Broadcasting Company endorse and adopt as their own the position outlined for NBC by Robert W. Sarnoff at the Television Affiliates meeting of November 12, 1959, and also the Statement of Principles set forth by Robert E. Kintner on the same occasion.

2. The Television Affiliates of the National Broadcasting Company subscribe to and endorse the NBC concept of total programming, as exemplified by the network's diversified program service of entertainment, education, information, cultural attractions, news and special events, which comprise its 1959-1960 schedule; and congratulate NBC on its program performance under that concept.

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TRADE NEWS

November 13, 1959

JACK HARRIS (OF KPRC-TV, HOUSTON) RE-ELECTED AS CHAIRMAN
OF NBC TELEVISION AFFILIATES BOARD OF DELEGATES
AT ANNUAL MEETING OF AFFILIATES IN NEW YORK

Jack Harris, Vice President and General Manager of KPRC-TV, Houston, was unanimously re-elected Chairman of the NBC Television Affiliates Board of Delegates at the annual meeting of the affiliates in New York Thursday, Nov. 12.

Vice Chairmen elected by the affiliates are Edwin K. Wheeler, General Manager of WWJ-TV, Detroit, named to this post for the second consecutive year, and Robert Ferguson, Executive Vice President of WTRF, Wheeling, W. Va. Louis Read, Vice President and General Manager of WDSU-TV, New Orleans, was elected Secretary-Treasurer.

Appointed to fill vacancies on the NBC-TV Affiliates Board of Delegates were: Marcus Bartlett, General Manager of WSB-TV, Atlanta; Richard Lewis, President and General Manager of KVAR, Phoenix; and Mr. Read.

Other members of the Board of Delegates are: Lawrence H. Rogers, President and General Manager of WSAZ-TV, Huntington, W. Va.; Harold See, General Manager of KRON-TV, San Francisco; Harold Grams, General Manager of KSD-TV, St. Louis; Richard O. Dunning, President and General Manager of KHQ-TV, Spokane, Wash.; and Joseph Bryant, President of KCBD-TV, Lubbock, Tex.

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NBC'S DAVID LEVY IN TIME BUYING AND SELLING SEMINAR
OF RADIO AND TELEVISION EXECUTIVES SOCIETY IN N.Y.

David Levy, Vice President of Programs and Talent, NBC Television Network, will take part in the season's first Time Buying and Selling Seminar of the Radio and Television Executives Society Tuesday, Nov. 17, in New York.

Opening the sixth annual series of the weekly RTES seminars, Mr. Levy will discuss "TV Programming -- Prospects and Problems." C. Terence Clyne, Senior Vice President in charge of Radio and TV at McCann-Erickson, Inc., will also take part.

Registrations are now being accepted for the seminar, which will get under way at noon at the Hotel Lexington's Hawaiian Room. R. David Kimble, Senior Account Executive at Grey Advertising, Inc., is chairman of the RTES Time Buying and Selling Seminars, which will continue through March 15, 1960.

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NBC-New York, 11/13/59



November 13, 1959

TOP WINNERS IN ANNUAL CHILDREN'S NATIONAL PHOTOGRAPH CONTEST
WILL APPEAR ON "THE HOWDY DOODY SHOW" SATURDAY, DEC. 19

Connie Jenkins, of 8 Lehigh St., Trucksville, Pa., and Margaret Ann Price of 83 N. Wantagh Ave., Levittown, N. Y., are the first and second prize winners, respectively, in the 25th Annual Children's National Photograph Contest. The two girls, together with the ten third place winners, will appear on "The Howdy Doody Show" colorcast on the NBC-TV Network Saturday, Dec. 19 (10 a.m. EST).

All 12 top winners of the contest, which was announced on "The Howdy Doody Show" last Summer, also will receive cash awards: \$1,000 and \$500 for the first and second prize winners, respectively, and \$100 each for the ten third place winners. In addition, they will be brought to New York City for five days, starting Monday, Dec. 14, where sightseeing trips and other activities have been arranged as well as the Dec. 19 colorcast on "The Howdy Doody Show."

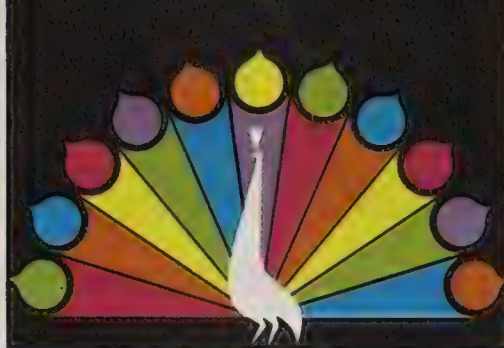
The names and addresses of the third place winners are: Jackie Brown, 490 W. 39th Place, Hialeah, Fla; Anita Colombo, 5340 Milburn Rd., St. Louis, Mo.; Peggy Lee Frazier, 5410 Darnell, Houston, Tex.; Debbie Galata, 523 Taft Ave., Duquesne, Pa.; Carla Gilliam, 18241 Baylor Ave., Saratoga, Calif.; Robin Hedemann, 189 Laurel St., West Haven, Conn.; Susan Rosko, 44 Starr Ave., Binghamton, N. Y.; Ricky Sanders, 833 N. Darlington, Tulsa, Okla.; Lita Spratt, 3208 Shorewood Drive, St. Paul, Minn., and Janice Van Ramshorst, 6326 Middleton St., Huntington Park, Calif.

The contest, which was open to all children 14 years of age or younger, was based on personality and character as portrayed in a photograph taken in one of the more than 300 participating department store photographic studios. The judges were "Buffalo Bob" Smith of "The Howdy Doody Show"; Dr. Lowell Martin, editorial director of The Book of Knowledge; Col. Serge Obolensky, vice chairman of the board, Zeckendorf Hotels Corp.; Patti Page, recording star, and movie stars Hope Lange and Richard Egan.

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NBC-New York, 11/13/59

NBC COLOR TELEVISION NEWS



November 13, 1959

U.S. PREMIERE OF NOTABLE FRENCH FILM, 'AVE MARIA,' TO FEATURE
COLORCAST MARKING DEDICATION OF NATIONAL SHRINE
OF THE IMMACULATE CONCEPTION

The American premiere of a celebrated French film depicting the life of Mary, Mother of Jesus, through rare 15th Century manuscript illuminations will be the feature of a colorcast special on the NBC-TV Network Sunday, Nov. 22 (1-1:30 p.m. EST).

Newly provided with English-language narration, the 23-minute film, "Ave Maria," will be part of a special program, "Behold the Handmaid," produced by the National Council of Catholic Men and NBC in observance of the dedication (Nov. 20) of the National Shrine of the Immaculate Conception, Washington, D. C. The Shrine, largest Catholic church in America and seventh largest in the world, has been more than 40 years in the planning and building.

"Ave Maria," which took several years to produce, was made by photographing miniatures from among the Books of Hours long sealed in the vaults of the French National Library and the Condee Museum in Chantilly.

The parchments that were photographed are so fragile that light, air and even the breathing of museum visitors would be sufficient to reduce them to dust within a short time. The vaults in which they have been sealed for many years were opened especially for production of this film.

(more)

Portions of some of the manuscripts have been enlarged on the film up to 35,000 times. By first making transparencies of the manuscripts, then refilming from the transparencies, a striking dimension of depth and shading has been achieved for both color and black-and-white film projection.

The 15th Century Books of Hours, from which the film was produced, were manuals of private devotion belonging to Renaissance men of affluence. The great artists of the day were commissioned to paint decorations and miniatures on splendidly handwritten sheets. The manuscripts consisted of prayers to be sung or recited at certain times during the day.

Host for the special telecast will be the Rt. Rev. Msgr. John J. Dougherty, American TV representative to the Pontifical Commission on Cinema, Radio and Television and newly-appointed president of Seton Hall University in New Jersey.

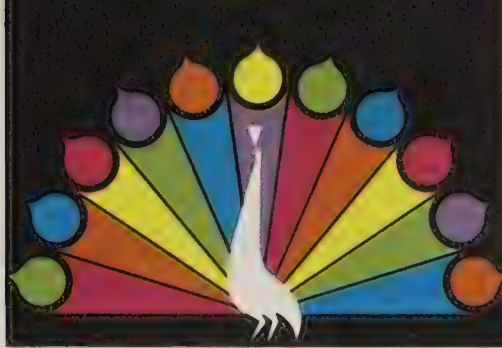
Msgr. Dougherty will open the program with a brief history and description of the National Shrine of the Immaculate Conception. He also is the English-language narrator for the French film.

"Ave Maria" was hailed as an outstanding achievement in film-making when it was first presented by the Catholic Cinema Centre for the clergy of Paris. It was written and directed by Daniel Rops and produced by G. de la Grandiers of the E. D. I. C. Company.

"Behold the Handmaid" is an NBC Public Affairs presentation.

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NBC-New York, 11/13/59



NBC-TV NETWORK COLORCAST SCHEDULE
For week of Nov. 22 - 28 (All Times EST)

Sunday, Nov. 22

1-1:30 p.m. -- "The Catholic Hour" - film "Behold the Handmaid."

2 p.m. - to conclusion -- NBC-NBA Professional basketball game
between St. Louis and Cincinnati.

8-9 p.m. -- "Our American Heritage" presents "The Practical
Dreamer," starring Burgess Meredith, on "Sunday Showcase." Betsy
Palmer and Peggy Ann Garner co-star. Mark Stevens is special
guest star.

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah's guests are
Jackie Cooper, Inbal -- the Israeli Dancers -- and special guest
Betty Grable.

Monday through Wednesday, Nov. 23-25

6:30-7 a.m. -- "Continental Classroom" - Modern chemistry course.

NOTE: This program takes a Thanksgiving vacation Thursday and
Friday, Nov. 26 and 27.

Monday through Friday, Nov. 23-27

12:30-1 p.m. -- "It Could Be You" - with emcee Bill Leyden.

Monday, Nov. 23

10-11 p.m. -- "The Steve Allen Plymouth Show" - singer Miriam Makeba
is on Steve's guest list tonight.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Nov. 24

9-9:30 p.m. -- "The Arthur Murray Party" - Cliff Arquette and Edie Adams are among tonight's guests.

9:30-10:30 p.m. -- "Ford Startime" presents "Merman on Broadway," starring Ethel Merman, with Tab Hunter, Fess Parker and Tom Poston.

Wednesday, Nov. 25

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Dave King, The Lennon Sisters, pianist Lorin Hollander and singer Rod Lauren are tonight's guests.

Thursday, Nov. 26

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with guest, singer Cathy Taylor.

Friday, Nov. 27

8:30-9:30 p.m. -- The "Special Tonight" series presents "Miracle on 34th Street," starring Ed Wynn, and Peter Lind Hayes and Mary Healy. Also participating are Orson Bean, Susan Gordon, Loring Smith, Larry Weber, Hiram Sherman and John Gibson.

Saturday, Nov. 28

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:15 p.m. - to conclusion -- NBC-NCAA football game - Army vs. Navy.

7:30-8:30 p.m. -- "Bonanza" - Western adventure film series.

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November 13, 1959

"TODAY" PROGRAM WILL COVER EISENHOWER'S VISIT TO 10 COUNTRIES

- - -

Irving R. Levine to Be Special Correspondent

The NBC-TV Network's "Today" program, planning comprehensive coverage of President Eisenhower's trip to 10 countries in Europe, Asia and Africa next month, will have veteran newsman Irving R. Levine as its special correspondent on the tour, "Today" producer Robert L. Bendick announced today.

"The American people, by watching 'Today' every morning, can get not only the first news reports of the day on the President's tour, but an in-depth news treatment of all aspects of it," Mr. Bendick said. "Our coverage will include a complete summary of the previous day's events, with interpretation of their meaning and importance, and a projection of activities scheduled in the hours ahead."

Program Manager Eugene S. Jones will coordinate the "Today" coverage.

In his special assignment for "Today," Levine, NBC News' Rome correspondent, will "leapfrog" ahead of President Eisenhower to delineate the political setting of each visit for the "Today" audience. He will interview the top officials of each country, the leaders of the opposition, and some "average citizens" to show what attitudes the President may expect and what the nature of his talks with the chiefs of state will be.

(more)

Levine will remain at each place during most of the President's stay, reporting on events as they occur, before preceding Mr. Eisenhower to the next city. Levine will be in direct radio communication with Dave Garroway during the "Today" telecasts to give viewers the latest developments.

A sound film crew will be sent from Beirut to New Delhi to cover the President's visit to India (Dec. 9-14) and his meeting with Prime Minister Nehru. Another sound film crew will be sent from London to Paris to cover the President's stay there (Dec. 19-22) and the Western summit meeting. The President's weekend in Rome (Dec. 4-6) will be filmed by a crew already there. The films will be transported to New York by the fastest methods for showing on "Today."

Supplementing this on-the-scene coverage, "Today" will present "sight and sound" biographies of all government leaders with whom the President will meet.

The "Today" reports will be additional to 11 programs, including eight specials in peak nighttime viewing periods, to be presented on the NBC-TV Network to cover the President's tour. These 11 programs will be presented by the Special News Programs unit formed recently by NBC News to expand special programming in the areas of news and public affairs.

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NBC-New York, 11/13/59

NBC RADIO NETWORK NEWS

November 13, 1959

"EISENHOWER ABROAD"--9 SPECIAL PROGRAMS ON PRESIDENT'S JOURNEY--
TO BE PRESENTED BY NBC NEWS ON RADIO NETWORK

Nine special programs, titled "Eisenhower Abroad" and covering the President's journey and his participation in the Western summit meeting in Paris, will be presented by NBC News on the NBC Radio Network.

The series will start with live coverage of the President's departure, expected near midnight Thursday, Dec. 3, from Andrews Air Force Base outside Washington. It will include thereafter seven specials in the 8:05-8:30 p.m. EST time period and a final program Tuesday, Dec. 22, 8:30-9 p.m. EST.

Leon Pearson will be anchorman on all of the specials, drawing together the reports from other NBC News correspondents traveling with the President and those stationed along his route. The series will be produced by Patrick Trese, under supervision of Joseph O. Meyers, Director of NBC News, and Rex Goad, Manager of NBC News.

Correspondents who will report from the scene of the President's visits in Europe, Africa and Asia include Ray Scherer, Chet Huntley, Joseph C. Harsch, John Chancellor, Edwin Newman, John Rich, Irving R. Levine, Welles Hangen and Cecil Brown. The programs in the "Eisenhower Abroad" series are:

(more)

2 - 'Eisenhower Abroad'

Thursday, Dec. 3 (near midnight) -- The President's departure from Andrews Air Force Base outside Washington.

Friday, Dec. 4 (8:05-8:30 p.m. EST) -- His arrival in Rome and other activities during his first day there.

Sunday, Dec. 6 (8:05-8:30 p.m. EST) -- His visit to the Vatican and participation in other functions in Rome.

Wednesday, Dec. 9 (8:05-8:30 p.m. EST) -- The President's visits to Turkey and Pakistan and his arrival in New Delhi, India.

Friday, Dec. 11 (8:05-8:30 p.m. EST) -- Excerpts of the President's address opening the U. S. Agricultural Fair and other activities in India.

Monday, Dec. 14 (8:05-8:30 p.m. EST) -- His trip to the Taj Mahal in India, his visit to Iran and his arrival in Athens, Greece.

Wednesday, Dec. 16 (8:05-8:30 p.m. EST) -- The President's activities in Athens and his arrival aboard the cruiser Des Moines.

Saturday, Dec. 19 (8:05-8:30 p.m. EST) -- The President's arrival in Paris and the preparations for the Western summit meeting.

Tuesday, Dec. 22 (8:30-9 p.m. EST) -- The conclusion of the Western summit meeting and the President's visits to Spain and Morocco. His return to the U. S. also will be covered if he arrives before or during the program.

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NBC-New York, 11/13/59



November 13, 1959

'PONTIAC STAR PARADE' COLORCAST

Eddie Cantor and Frankie Vaughan Join Mort Sahl
As Stars of 'The Future Lies Ahead'

Veteran showbusiness headliner Eddie Cantor and England's "No. 1 variety performer" Frankie Vaughan will join Mort Sahl as stars of "The Future Lies Ahead," the Friday, Jan. 22, 1960, "Pontiac Star Parade" colorcast on the NBC-TV Network (8:30-9:30 p.m. EST).

TV newcomers in the cast of the variety show include Vicki Benet, the comedy team of Norman and Dean and the vocal-instrumental trio of Joanie, Johnny and Hal.

Vaughan, a recording artist and a favorite of English music halls, TV and motion pictures, appeared on "Perry Como's Kraft Music Hall" Wednesday, Nov. 11, and will be a guest on the Sunday, Dec. 20, "Dinah Shore Chevy Show," both colorcasts of the NBC-TV Network. Vaughan made his American nightclub debut in June, 1959, at the Copacabana in New York.

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CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE' COLORCAST
OF 'THE PRACTICAL DREAMER' ON NBC-TV NETWORK
SUNDAY, NOV. 22 (8-9 P.M. EST)

OUR AMERICAN HERITAGE

Presents

BURGESS MEREDITH

BETSY PALMER

PEGGY ANN GARNER

With Special Guest Star

MARK STEVENS

in

THE PRACTICAL DREAMER

By PAUL CRABTREE

Scenic Designer.....Herb Andrews
Costumes by.....Noel Taylor
Associate Producers.....William Altman
Berenice Weiler
Directed by.....Jack Smight
Produced by.....Mildred Freed Alberg

* * *

A MILBERG PRODUCTION

With The

EDITORS OF

AMERICAN HERITAGE MAGAZINE

* * *

(more)

FAST AND CRUEL FOR YOUR AMERICAN HERITAGE

OF THE PRACTICAL DYNAMICS ON THE

SUNDAY, NOV. 22 (8-9 P.M. EST)

OUR AMERICAN HERITAGE

EDDY PALMER

BOGGY ANN GARNER

With Special Guest Star

In

THE PRACTICAL DYNAMICS

BY PAUL CRADOCK

Patricia Nelson

Presented by.....Mildred Wood Alberg

A MILLER PRODUCTION

With The

AMERICAN HERITAGE

(over)

2 - Credits for 'The Practical Dreamer'

CAST PRINCIPALS

BURGESS MEREDITH

as Eli Whitney

BETSY PALMER

as Catherine Green

PEGGY ANN GARNER

as Henrietta Edwards

MARK STEVENS

as Callender Irvine

Philip Bourneuf.....as John Adams
Mark O'Daniels.....as Phineas Miller
John McGovern.....as Judge Edwards
Tom Ahearne.....as O'Hara
Leon B. Stevens.....as Bailey
Glenn Walken.....as Young Tom
Griff Evans.....as Josh
Truman Smith.....As Wolcott
John C. Becher.....as Bridges
Allen Nourse.....as Wickham
Guy Arbury.....as Dexter
Norman MacKay.....as Judge
Ken Konopka.....as Worker No. 1
Harry Davis.....as Worker No. 3
Carl Reindel.....as Older Tom

* * *
(more)

ADDITIONAL CREDITS

STORY EDITOR: Florence Britton
CASTING DIRECTOR: Tom H. Sand
UNIT MANAGER: William Dannhauser
TECHNICAL DIRECTOR: Lawrence Elikann
ASSOCIATE DIRECTOR: Gordon Rigsby
MUSIC SELECTION: Bern Meyer
MAKE-UP: Bob O'Bradovich
AUDIO: Norman Ogg
LIGHTING: Alan S. Posage

* * *

SPONSOR (AND AGENCY): The Equitable Life Assurance Society
of the United States (through Foote,
Cone and Belding)
ORIGINATION: NBC Color Studios, Brooklyn, N. Y.
(live)
NBC PRESS REPRESENTATIVES: Charlie Gregg (New York);
George Marakas (Hollywood)

* * *

THE STORY

The year is 1798. Eli Whitney (Burgess Meredith), the inventor of the cotton gin, finds himself penniless, his patent stolen. He has wasted 10 years in various countries trying to obtain royalties. Determined to mold his anger into creativity, he offers to manufacture 10,000 muskets for the federal government at \$13.40 each, to be delivered in two years. Although government officials

(more)

label him "an impractical dreamer," he obtains the order -- proposing to make the muskets according to a new principle of interchangeable parts. Rifles had hitherto been made by hand from stock to barrel, the parts of one gun never fitting another. He arranges the financing although the money involved, \$134,000, is the biggest single financial transaction in the country. Then, he designs and builds the machinery for America's first "mass production line." At the end of the first year, only 500 muskets have been turned out. The Secretary of the Treasury distrusts Whitney's unorthodox methods and fails to reply when he asks for a \$10,000 advance. His backers become worried and his friends desert him. Only Henrietta (Peggy Ann Garner), who was to become his wife, remains loyal. In desperation, Whitney seeks an interview with the new President, Thomas Jefferson.

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NBC-New York, 11/13/59



TRADE NEWS

November 16, 1959

NBC'S ALFRED R. STERN TO BE MODERATOR OF FORUM,
"THE WORLD IN YOUR LIVING ROOM," PRESENTED
BY THE ACADEMY OF TV ARTS AND SCIENCES

Alfred R. Stern, Vice President of the Enterprises Division of the National Broadcasting Company, will be moderator of "The World In Your Living Room," the second forum in the series being presented by the Academy of Television Arts and Sciences.

The forum, which will be held Tuesday, Nov. 17, at 8 p.m. at NBC Studio 6A in the RCA Building, New York, will present discussions of foreign as well as U. S. television programming, and will attempt to estimate the future of international television program exchange.

Besides Mr. Stern, panelists who will take part will include Don Hewitt, Producer-Director, CBS News; Norman Collins, Deputy Chairman of Associated Television, Ltd.; Pierre Crenesse, Director for North America of Radiodiffusion-Télévision Française; Peter von Zahn, U. S. correspondent for Nord-West Deutsche Fernsehen, and Wallace Ross, TV consultant.

Film excerpts of some of the TV programs seen in the U. S., Britain and Europe will also be shown.

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TRADE NEWS

November 16, 1959

TV'S PROVEN EFFECTIVENESS INDICATES EXPANSION IN FUTURE, NBC'S ROBERT W. MCFADYEN TELLS KANSAS CITY AD CLUB

Robert W. McFadyen, Director of Sales Development, NBC Television Network, spoke before the Kansas City Advertising and Selling Club, Kansas City, Mo., today (Monday, Nov. 16) on "The Marketing Medium for the '60's."

Predicting what he called an "eye-popping expansion in business activity over the next 10 years," Mr. McFadyen pointed to a sharp rise in competition and "label warfare" in the future.

Television's proven effectiveness as a marketing medium in the 1950's already indicates how it will revolutionize business in the years ahead, Mr. McFadyen said. "Television has the unique talent of shortening the marketing time and cutting the marketing cost," he stated. "Things happen faster when you use television."

Mr. McFadyen pointed out that "as a medium, we have seen how television establishes new products and ideas with a kind of overnight suddenness and how it can put new life into those with tired blood."

Concluding, Mr. McFadyen referred to the "true-to-life sales impact" of television that makes it possible for TV "to open up distribution for a product faster than any other mass method."

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NBC COLOR TELEVISION NEWS



November 16, 1959

TWO 'FORD STARTIME' COLORCAST SPECIALS ANNOUNCED

- - -

Red Buttons to Star in Comedy, 'Something Special,' on Dec. 1;
'My Three Angels' Will Be Presented on Dec. 8

"Ford Startime" colorcast specials for presentation on the NBC-TV Network during the first two weeks of December were announced today by Executive Producer Hubbell Robinson. They are an original comedy, "Something Special" Tuesday, Dec. 1 (9:30-10:30 p.m. EST), and a 90-minute re-creation of the 1953 Broadway hit, "My Three Angels" Tuesday, Dec. 8 (9-10:30 p.m. EST).

Both productions will originate in New York.

Red Buttons will be the star of "Something Special," which Robinson describes as "a tender comedy which will again present Buttons in the type of role which won him an Oscar in the motion picture 'Sayonara'." Two additional stars for "Something Special" will be announced this week, Robinson added.

"Something Special" will be written and produced by Sol Saks and directed by Marc Daniels. The signing of Buttons marks the eighth Academy Award winner to have been signed for the 'Startime' series since it began Oct. 6, 1959. Others have included Ingrid Bergman, Sir Alec Guinness, James Stewart, Charles Laughton, Maurice Chevalier, Frank Sinatra and Mickey Rooney.

(more)

Negotiations are currently underway to sign Walter Slezak, Darren McGavin (star of NBC-TV's "Riverboat" series), Henry Daniell, Carmen Mathews and Will Kuluva to re-create the roles they portrayed in the Broadway version of "My Three Angels," which ran for 342 performances after opening on March 11, 1953, Robinson said. He plans to sign one additional star for the comedy.

Sam and Bella Spewack, adapters of the Broadway hit from Albert Husson's French play, "La Cuisine des Anges," have written a special television version of "My Three Angels." Bretaigne Windust will produce and direct the "Ford Startime" colorcast.

"My Three Angels" is a comedy about three convicts in a penal colony in French Guiana who rally to the defense of a store-keeper and his family who have befriended them. A motion picture version, entitled "We're No Angels," starring Humphrey Bogart.

Announcement of "Something Special" and "My Three Angels" completes the 1959 slate of the first 13 (of 39) "Startime" colorcast specials. "Cindy's Fella," a Western adaptation of the Cinderella fairy tale, starring Jimmy Stewart, George Gobel and Lois Smith, will be presented Tuesday, Dec. 15 (9:30-10:30 p.m. EST).

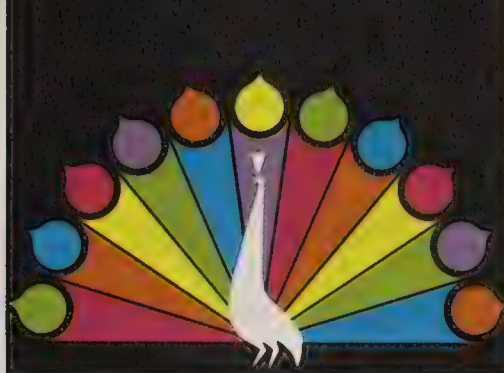
A program of Christmas music, starring Leonard Bernstein, Marian Anderson, the St. Paul's Cathedral Boys' Choir of London, England; the Princeton, N. J., Westminster Choir and Joseph N. Welch as host, will be presented on Tuesday, Dec. 22 (9:30-10:30 p.m. EST).

"Meet Cyd Charisse," starring dancer-actress Cyd Charisse with her husband, Tony Martin, and Eve Arden, in a musical revue will be colorcast Tuesday, Dec. 29 (9:30-10:30 p.m. EST).

"Startime" is produced by Hubbell Robinson Productions, Inc., for the sponsoring Ford Motor Company. J. Walter Thompson Company is the advertising agency.

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NBC-New York, 11/16/59



November 16, 1959

'SUNDAY SHOWCASE'

"A Nice Guy," Richard Berg Drama Based on Short Story
By NBC's David Levy, Scheduled for March 6 Colorcast

"A Nice Guy," a drama by Richard Berg based on a short story by David Levy, NBC Vice President, Programs and Talent, will be colorcast on "Sunday Showcase" March 6, 1960 on the NBC-TV Network (8-9 p.m. EST).

The short story appeared in Good Housekeeping magazine in February of 1959. It tells of a down-at-the-heels publicity man who uses his friends to help get back on a payroll. One friend, an executive in a TV production firm, gives him a job. The publicity man returns the favor by taking the executive's job and forcing him to resign. Sadder but wiser, the executive finds an ingenious way to get even.

Before joining NBC-TV last April, Mr. Levy was Vice President and Associate Director of the Radio and Television Department of Young and Rubicam, Inc. He joined Y & R in 1938 as a writer of the radio program, "We the People." Mr. Levy is a successful author of television plays and short stories.

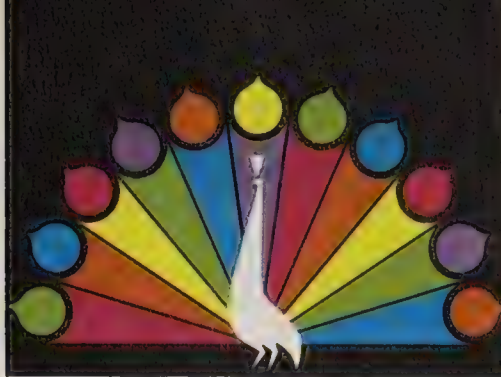
(more)

Richard Berg has recently been signed to a contract with the NBC-TV Network as a writer-producer and consultant. He wrote the pilots for NBC-TV's "Staccato" and "Five Fingers." Long associated with television, Berg has written scripts for more than 20 one-hour and 90-minute network telecasts, including "Kraft Theatre," "Robert Montgomery Presents," and "Kaiser Aluminum Hour." His "Man on a Rock" telecast two seasons ago was nominated for a Screen Producers Award. Another of his plays, "The Drop of a Hat," has been published by Dramatists Play Service. He is presently adapting the best-selling novel, "The Dud Avocado," for the movies.

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NBC-New York, 11/16/59

NBC COLOR TELEVISION NEWS



November 16, 1959

UNPRECEDENTED COLORCAST SCHEDULE--6 PROGRAMS FOR TOTAL OF 7½ HOURS
--TO BE PRESENTED SATURDAY, NOV. 21 ON NBC-TV NETWORK

The NBC Television Network will present an unprecedented colorcast schedule -- six programs for a total of 7½ hours -- on Saturday, Nov. 21.

The schedule will embrace the first network colorcast of a professional basketball game, plus a Big Ten football game, a "Pontiac Star Parade" special, two children's programs, and the only Western program regularly presented in color. The six colorcasts (All times EST) are:

10-10:30 a.m. - "Howdy Doody."

10:30-11 a.m. - "Ruff and Reddy."

2:15 to conclusion -- approximately 4:45 p.m. -

Big Ten football: Wisconsin vs. Minnesota.

5-7 p.m. - NBA Basketball: Minneapolis vs.
Cincinnati.

7:30-8:30 p.m. - "Bonanza."

8:30-9:30 p.m. - "Pontiac Star Parade" special:

"The Gene Kelly Show."

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NBC RADIO NETWORK NEWS

November 16, 1959

NBC RADIO NETWORK RECEIVES NATIONAL SAFETY COUNCIL'S PUBLIC INTEREST AWARD FOR SERVICE TO FARM SAFETY

The NBC Radio Network has received the National Safety Council's Public Interest Award for exceptional service to farm safety.

The award was conferred for outstanding activities in connection with the 16th annual National Farm Safety Week in July, 1959, and for outstanding service to farm safety during the preceding 12-month period.

Judges of the award were Woodrow Luttrell, director of information, American Farm Bureau Federation, Chicago; Bill Mason, farm program director, Radio Station WLS, Chicago; Ralph Ostrander, mayor of Woodstock, Ill., and farm director of Radio Station WKRS, Waukegan, Ill., and Maynard H. Coe, director of the Council's farm division.

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November 16, 1959

NIXON AND KENNEDY ARE LEADING AS POSSIBLE PRESIDENTIAL NOMINEES,
ACCORDING TO NBC NEWS POLL OF ANALYSTS AT AFFILIATED STATIONS

- - -

Results Announced on 'Politics 1960' Special Telecast

Vice President Richard M. Nixon was favored by a margin of more than nine-to-one over Governor Nelson A. Rockefeller of New York for the Republican Presidential nomination in a nationwide poll of NBC News editors and correspondents announced yesterday (Sunday, Nov. 15).

The NBC News poll also showed Senator John.F. Kennedy (D.-Mass.) as a four-to-three favorite over Adlai Stevenson, his closest contender for the Democratic nomination. Trailing them were Senators Lyndon Johnson (D.-Tex.), Hubert Humphrey (D.-Minn.) and Stuart Symington (D.-Mo.).

NBC News polled more than 100 staff correspondents and news editors at NBC-affiliated stations around the country on the relative strengths of potential candidates and issues in the areas covered by the newsmen. The results were announced on "Politics 1960," a special news program telecast on the NBC-TV Network yesterday (7-7:30 p.m. EST).

The newsmen selected domestic economics, foreign policy, and the space race with Russia in that order as the three most important issues in the coming campaign. Other issues named in the poll were civil rights, labor policy, farm policy and national education.

(more)

The results of the poll follow:

REPUBLICANS

Richard M. Nixon	93
Nelson A. Rockefeller	10
(No others mentioned)	

DEMOCRATS

John F. Kennedy	40
Adlai Stevenson	31
Lyndon Johnson	12
Hubert H. Humphrey	7
Stuart Symington	7
Others	3

ISSUES

Space Race with Russia	20
Civil Rights	12
Foreign Policy	28
Domestic Economics	36
Labor Policy	7
Farm policy	4
National Education	1

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NBC-New York, 11/16/59

SPORTSCASTER BILL STERN IS FEATURED SUBJECT
OF 'THIS IS YOUR LIFE' TELECAST OF NOV. 25

The startling life story of sportscaster Bill Stern and his successful fight against drug addiction will be told on Ralph Edwards' Wednesday, Nov. 25 telecast of "This Is Your Life" on the NBC-TV Network (10 p.m.. EST).

With Stern's permission, the program was video taped Monday, Nov. 9 at New York's Ziegfeld Theatre. Though the sportscaster knew that his story (based on his autobiography, "A Taste of Ashes") was to be presented by Edwards, he did not know who would take part in the telecast.

Among those on the program are former heavyweight boxing champion Joe Louis; John F. Royal, former NBC Vice President in charge of programming (now a consultant to the network); Dr. Gordon Edgren, of the Institute of Living in Hartford, Conn.; Stern's second cousin, Henry M. Stern; Tom Gallery, Director of Sports for NBC; sportscaster Ray Scott, of WTEA, Pittsburgh; Stern's wife Harriet, and his three children.

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RALPH EDWARDS GETS A SUGGESTION AND PRAISE FROM MRS. ROOSEVELT

Ralph Edwards, host of "This Is Your Life," receives story suggestions from many noted personalities for his NBC-TV Network Wednesday night series. The latest comes from Mrs. Eleanor Roosevelt (sorry, the suggestion must be kept secret), who says:

"I have followed your program from time to time with the greatest of interest, for it seems to me that you are presenting a panoramic view of the American people which has considerable social importance and I have admired the things that you stood for."

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NBC-New York, 11/16/59



JACK TRACY
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TRADE NEWS

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November 17, 1959

NBC'S COLOR TELEVISION WILL BE SPOTLIGHTED AT WORKSHOP
OF RADIO AND TELEVISION EXECUTIVES SOCIETY IN NEW YORK

A Radio and Television Executives Society production workshop on "Color TV up to Date" will spotlight NBC's color television in a presentation at the Ziegfeld Theatre, New York, at noon on Thursday, Nov. 19.

Highlighting virtually every aspect of color TV, the workshop will feature discussions by three NBC executives.

Don Durgin, Vice President, NBC Television Network Sales, will discuss concepts of color TV as both an entertainment and a sales medium, highlighting color set sales, local color TV activity, and interest of trade publications in color as well as the network's interest and activity in color TV.

Clark Jones, producer-director of the Perry Como shows, will cite the artistic values of shows telecast in color, and James G. Hergen, Director of TeleSales, NBC Television Network, will point out the increasing activity of color television commercial production. They will both highlight their discussions with color video tape excerpts. Craig Allen will produce and direct the presentation for NBC.

A feature of the workshop will be a question-and-answer panel that will include Reid Davis, NBC Television Color Coordinator; Robert MacKichan, Manager of Design and Art at NBC, and Messrs. Durgin, Hergen and Jones.

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NBC TELEVISION NETWORK NEWS

November 17, 1959

TELEVISION'S JOB IS TO "DRAMATIZE AND EXAMINE WORLD WE LIVE IN
AND TIMES WE SHARE," NBC'S DAVID LEVY TELLS RTES SEMINAR

David Levy, Vice President, Programs and Talent, NBC Television Network, said today that television's job is to "dramatize and examine the world we live in and the times we share."

Mr. Levy, opening the sixth annual series of weekly Radio and Television Executives Society seminars in New York, said "programs that dramatize our culture, our religions and illuminate our current problems are vital to a full and responsible network schedule. We know that the minority opinion must be satisfied because, as it happens, minority views can very often become the majority view -- given time."

Discussing "TV Programming -- Prospects and Problems," Mr. Levy continued: "People with ideas, people writing, people staging, people dreaming and thinking -- this is what makes television tick. When all the elements are right, then the end product has a magical quality about it. When all the elements come out wrong, public and critics are often bewildered. And the bewilderment is sometimes compounded when critics of distinction view the identical program and one judges it a failure and the other accords it an accolade of merit ...This is the simple difference between the Arts and the Sciences. One is reasonably predictable; the other swings in giant arcs from dismal failure to sublime achievement."

(more)

"Our job at NBC," Mr. Levy said, "is to cultivate the pool of creative talent available to us, to help it flourish, and to send out the efforts of this talent with the hope that viewers will respond to it as we respond to it."

"We are dedicated to satisfying a wide range of tastes and interests -- there is room for adventure programs and there must be room for program that are adventures in substance, concept and form. Perhaps in a maturing medium, the decision makers responsible for the advertising of the country will feel an obligation to present programs that offer adventures in action and adventures of the mind in order to reach all their prospects.

"For our part, we'll try to reach everyone we can -- be it by a Western or by a ballet, by a private eye or an opera, by an original drama or a news special, by a comedy or by a political report, by a 'Project 20' or a sports event -- in black-and-white and color."

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NBC-New York, 11/17/59



TRADE NEWS

November 17, 1959

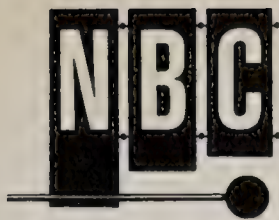
COLGATE-PALMOLIVE RENEWS AS SPONSOR OF THIRDS OF 'LARAMIE' ON THE NBC TELEVISION NETWORK

The Colgate-Palmolive Company has renewed its sponsorship of thirds of the NBC-TV Network series, "Laramie," through the 1959-60 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Laramie" is telecast Tuesdays, 7:30-8:30 p.m. (NYT). The Colgate-Palmolive purchase was made through its advertising agency, Ted Bates & Company Inc.

Other sponsors of the series are the Anahist Research Laboratories division of Warner-Lambert Pharmaceutical Company, Ansco Division of General Aniline and Film Corp., Liggett & Myers Tobacco Company, Miles Laboratories Inc., and Sunshine Biscuits Inc.

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TRADE NEWS

November 17, 1959

LEVER BROTHERS COMPANY RENEWS SPONSORSHIP OF SEGMENTS OF 'CONCENTRATION,' NBC-TV NETWORK DAYTIME SERIES

The Lever Brothers Company has renewed its sponsorship of segments of the daytime NBC Television Network series "Concentration," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Lever Brothers, which has been a sponsor in the series since it began on NBC-TV last Aug. 25, renewed through 1960 its five alternate-week quarter-hour segments in the show. "Concentration" is telecast 11:30 a.m.-12 noon (NYT), Monday through Friday.

The purchase was made through Needham, Louis & Brorby Inc., of Chicago, agency for Lever Brothers.

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NBC TELEVISION NETWORK NEWS

November 17, 1959

NBC NEWS WILL RACE THE TIME DIFFERENCE BETWEEN EUROPE AND N.Y.
TO PRESENT TELEVISION COVERAGE OF EISENHOWER TRIP EVENTS
AT EARLIER HOUR (HERE) THAN THEY TAKE PLACE (THERE)

A series of 11 NBC News programs covering President Eisenhower's trip abroad will race the time difference between Europe and New York to show some events of the tour at an earlier hour than they take place overseas.

William R. McAndrew, Vice President, NBC News, is now in Europe directing preparations for the programs, which will include eight specials to be presented in peak nighttime viewing periods under the title "Journey to Understanding -- Volume II."

Mr. McAndrew said that the NBC News coverage, starting with the President's departure on Thursday, Dec. 3, would make use of the Eurovision TV network and the new trans-Atlantic wire film system to beat the six-hour time difference between Western Europe and New York.

NBC News will transmit coverage of late developments from Rome and Paris to London on the lines of the Eurovision network. In London, the coverage will be recorded on kinescope and edited by a special NBC News staff assembled there for the duration of the tour.

The edited kinescope segments, about one-minute in length, will then be sent across the Atlantic by the wire film system, which permits film pictures to be carried on the undersea telephone cable.

(more)

2 - Eisenhower Coverage

The pictures will be received in Montreal and re-assembled into film which will be fed to the NBC-TV Network.

The entire process, from the moment of the event in Europe to the time it is telecast on NBC-TV, may take as little as three hours. Thus a view of the President in France, recorded by the camera at 9:45 p.m. Paris time, may conceivably beat the time difference by three hours and be seen by American viewers at 6:45 p.m. New York time the same day.

For more extensive coverage, Eurovision lines will be used to transmit live pictures directly to London for recording on video tape. In a special NBC News studio now being set up in London, the live pictures will be converted to American definition standards and recorded on tape.

The tape will be edited and placed aboard a jet flight to New York. It will be televised on the NBC-TV Network directly from a mobile unit to be stationed at New York's Idlewild Airport, thus saving the hour or more that would be needed to rush the tape from the airport to the NBC studios in midtown Manhattan.

At points in the Eisenhower tour beyond the reach of Eurovision, film will be shipped by jet plane to New York, or to London for fast transmission by wire film. Where jet flights are not available, special planes may be chartered to feed coverage to points along jet routes.

The 11 programs, comprising the most extensive TV coverage ever given a Presidential trip, will be produced by Chet Hagan, Reuven Frank and Elmer W. Lower, under supervision of Julian Goodman, Director of News and Public Affairs.

(more)

3 - Eisenhower Coverage

The programs will start with live coverage of the President's departure expected at about midnight Thursday, Dec. 3, and will include "Time: Present--Chet Huntley Reporting" programs on Dec. 6 and Dec. 20. Night-time specials will be presented on Dec. 7, 10, 12, 13, 18, 20, 22 and 27.

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NBC-New York, 11/17/59



November 17, 1959

DRAMA BASED ON LIFE OF EVANGELIST AIMEE SEMPLE McPHERSON
WILL BE A 'STARTIME' COLORCAST EARLY IN 1960

- - -

Eva Marie Saint Expected to Star in Teleplay Titled 'Aimee'

"Aimee," a dramatization based on the life of Aimee Semple McPherson, the late American evangelist, will be colorcast over the NBC-TV Network in February or March on the Ford Motor Company's Tuesday night "Startime" series, executive producer Hubbell Robinson announced today.

Mr. Robinson also said that he expects to sign Academy Award-winner Eva Marie Saint for the title role. Preliminary discussions have already been held between Miss Saint and Hubbell Robinson Productions, Inc.

Miss Saint -- star of television, Broadway and numerous motion pictures, including "Waterfront" and, most recently, "North by Northwest" -- leaves in late March for Israel for a film role in "Exodus." In 1953, she received a Theatre World award for her portrayal in the stage play, "The Trip to Bountiful."

Noted screen writer Luther Davis has been signed to write the teleplay for "Aimee," which will be presented with the full cooperation of Roberta Semple McPherson (Mrs. Harry Salter), daughter

(more)

of the famed revivalist. Mr. Davis will complete the teleplay following his current assignment at 20th Century-Fox, where he is writing the screen play for "The Mike Romanoff Story."

"Aimee" will be presented via video tape from Hollywood.

On May 18, 1926, the kidnaping of Aimee Semple McPherson in California became front-page news across the country. Her sudden, mysterious reappearance led the district attorney of Los Angeles to launch an investigation.

He branded the kidnaping a hoax, precipitating a nationwide controversy with Mrs. McPherson's many supporters. Even after all charges against her had been dropped, Mrs. McPherson carried her case to enthusiastic audiences here and abroad. She died in 1944.

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NBC-New York, 11/17/59



November 17, 1959

'SUNDAY SHOWCASE'

'Oscar' Winner Teresa Wright to Play Title Role in Colorcast
Drama, 'The Margaret Bourke White Story'

Teresa Wright, Academy Award-winning actress, will star in "The Margaret Bourke White Story," on the NBC-TV Network's "Sunday Showcase" colorcast Sunday, Jan. 3 (8-9 p.m. EST).

Miss Wright, who won an Academy Award for her performance in "Mrs. Miniver," will portray the famous Life Magazine photographer in the story of her courageous fight against Parkinson's Disease which in 1952 had threatened to cut short her career. The drama is based on an article that appeared in Life Magazine in June of 1959.

Teresa Wright is one of Hollywood's most distinguished actresses. Her screen credits include "The Little Foxes," "Pride of the Yankees," "The Best Years of Our Lives," "The Men," "Shadow of a Doubt" and "Mrs. Miniver." She has performed often on TV.

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November 17, 1959

BASKETBALL WILL BE SIXTH SPORT TO BE COLORCAST WHEN
NBC-TV NETWORK COVERS LAKERS-ROYALS GAME

Basketball will be the sixth sport to be presented in color television by the NBC-TV Network when the Minneapolis Lakers vs. Cincinnati Royals contest is colorcast Saturday, Nov. 21, starting at approximately 5:15 p.m. EST (following the colorcast of the Wisconsin-Minnesota football game).

A second basketball colorcast, in which the St. Louis Hawks oppose Cincinnati, will be presented Sunday, Nov. 22 (2 p.m. EST). Both games will be played at the Royals' home court, Cincinnati Gardens.

The first colorcast of any sports event took place March 26, 1954, when NBC-TV used color cameras for the Al Andrews-Gustav Scholz middleweight bout at Madison Square Garden, New York.

The first outdoor sports event to be telecast in color was the Davis Cup Challenge Round at Forest Hills, N. Y., on Aug. 26-27-28, 1955, on NBC-TV.

Football was the next sport to receive the color treatment when NBC-TV colorcast the Georgia Tech-Miami game at Atlanta Sept. 17, 1955.

Baseball joined the list when NBC-TV presented the 1955 World Series between the New York Yankees and Brooklyn Dodgers in color, starting Sept. 28.

NBC-TV colorcast a track and field event, the U. S. Olympic Finals, at the Los Angeles Coliseum June 30, 1956.

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CAST, CREDITS AND SONGS FOR 'FORD STARTIME' COLORCAST
OF 'MERMAN ON BROADWAY' ON NBC-TV NETWORK
TUESDAY, NOV. 24 (9:30-10:30 P.M. EST)

PROGRAM: "Merman on Broadway" on "Ford Startime"

TIME: NBC-TV Network colorcast Tuesday, Nov. 24
(9:30-10:30 p.m. EST)

STARRING: Ethel Merman

GUEST STARS: Tab Hunter, Tom Poston and Fess Parker

ALSO IN THE CAST: Bobby Sherwood

FORMAT: A musical salute to Miss Merman's career on
Broadway, after her show-stopping debut
in 1930 in "Girl Crazy" to her current
hit performance in "Gypsy."

PRESENTATION BY: A Mersix Production in association with
Hubbell Robinson Productions, Inc. A
presentation of the NBC Television
Network.

EXECUTIVE PRODUCER: Hubbell Robinson (for Hubbell Robinson
Productions, Inc.)

PRODUCED AND
STAGED BY: Roger Edens

DIRECTOR AND
ASSOCIATE PRODUCER: Gregg Garrison

WRITTEN BY: A. J. Russell and Joe Bigelow

MUSIC ARRANGED AND
CONDUCTED BY: Jack Kane

CHOREOGRAPHY BY: Lee Scott

ART DIRECTOR: Peggy Daniels

SETS DESIGNED BY: Charles Rosen

ART PRODUCTION
SUPERVISOR: Ronnie Avedon

(more)

2 - Credits for 'Merman on Broadway'

UNIT MANAGER: Sigmund F. Bajak

TECHNICAL DIRECTOR: Bill Kelly

LIGHTING DIRECTOR: William Klages

COSTUMES BY: Guy Kent

MISS MERMAN'S GOWNS
BY: Donald Brooks

AUDIO: Phil Falcone

ORIGINAL SONG, 'LADY
WITH A SONG,' COMPOSED
BY: Roger Edens

ORIGINATION: NBC Color Studios, Brooklyn, N. Y.

SPONSOR (AND AGENCY): The Ford Motor Company (through J. Walter
Thompson Company)

NBC PRESS
REPRESENTATIVES: Charlie Gregg (New York); Bill Fague
(Hollywood)

* * *

LIST OF SKETCHES AND SONGS

1. Opening -- Miss Merman sings "Everything's Coming Up Roses"; "Gypsy"; Miss Merman introduces guests Tab Hunter, Fess Parker and Tom Poston; reprise.
2. Sketch -- Miss Merman and Tom Poston; Buckingham Palace scene; "Anything You Can Do, I Can Do Better."
3. "Eadie Was a Lady" -- Miss Merman, singers, dancers.
4. Sketch -- Miss Merman and Fess Parker, with Tom Poston; "Saddle Sam, TV's Fastest Gun"; "The Girl That I Marry," "You Can't Get a Man With a Gun," "You're an Old Smoothie."

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3 - Credits for 'Merman on Broadway'

5. "Blow, Gabriel, Blow" -- Miss Merman, Bobby Sherwood, singers, dancers.
6. Sketch -- Miss Merman and Tab Hunter; psychiatrist's office; "You're Just In Love."
7. Cavalcade of Miss Merman's song hits with singers and dancers -- "Lady with a Song," "I Got Rhythm," "I Got the Sun in the Morning," "Life Is Just a Bowl of Cherries," "You're the Top," "You'll Never Get Away From Me," "I Get a Kick out of You," "De-lovely," "Falling in Love," "Let's Be Buddies," "Doin' What Comes Naturally," "Hostess With the Mostest on the Ball," "Small World, Isn't It?" and "There's No Business Like Show Business."
8. Closing -- "Friendship"; Miss Merman, Hunter, Parker and Poston.

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NBC-New York, 11/17/59

2 COPIES X-4 NBC TELEVISION NETWORK NEWS

November 18, 1959

SPOTLIGHT ON FIVE IMPORTANT ASPECTS OF AMERICAN LIFE

- - -

Alcoholism, Old Age, Suburban Living, Architecture, Education
To Be Explored in NBC's Top Priority Series
of Public Affairs TV Specials

The National Broadcasting Company's top priority series of Public Affairs television specials for 1960 will explore five important aspects of American life.

George A. Heinemann, Manager of Network Public Affairs and Executive Producer for the project, announced the forthcoming programs as dynamic studies of alcoholism, old age, suburban living, modern architecture, and education. He listed the programs, which will run as 60-minute or 90-minute drama-documentaries:

"Reflections on Booze," an exposition of the emotional, physical and social forces at work on the alcoholic. Noted writers Charles Jackson, author of "The Lost Weekend," and Philip Wylie have agreed to do the script. The production staff is headed by Lane Slate, producer, and Miss Scotty MacKenzie, program consultant.

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MMMM!

Men, maids, music, merriment! All will be spotlighted during NBC-TV's coverage of Macy's Thanksgiving Day parade Thursday, Nov. 26 (11 a.m.-12 noon EST). This will be the only complete network coverage of the event.

"The Living End," a study of geriatrics in America, which takes the point of view that the trouble with old people is young people. Dramatic filmed sequences will show real people reacting to discrimination because of age in employment, housing and other areas of their late years. The program will be written and produced by George Lefferts.

"The Big Move," taped and filmed in actual suburban locations throughout the country, will probe the habits, thoughts and motivations of the one-in-five-Americans who are now suburbanites. It will examine such recent phenomena as the "weekend father" and the new matriarchy, the lost art of privacy, and conformity. Producer is Nicholas Dancy and writer Sheldon Stark.

"The Shape of Things," a filmed documentary on contemporary American architecture which will show what native architects are doing and where they are heading. All of the show's settings will be authentic architectural sites with particular emphasis on the work and ideas of Mies Van Der Rohe and Frank Lloyd Wright. Lane Slate will be the producer and William Welch the writer.

"World in Our Hands," an examination of American secondary schools and the urgent need to improve them. The program will visit rural areas, small towns, upper-level suburbs and sprawling metropolitan centers. It will deal through parents, teachers and students with the most pressing problems our high schools face. Doris Corwith will be the producer and William Welch the writer.

(more)

3 - Public Affairs TV Specials

Scripts are now being completed, with taping and filming to be scheduled in the near future. Playdates will be announced.

In addition to these shows, Heinemann said, the Public Affairs Department has completed basic research on a variety of subjects under consideration for eventual presentation on the network. They are bigotry, art, jazz, agriculture, desegregation, safe driving, leadership, cost of living, music appreciation, narcotics, mental health and juvenile delinquency.

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NBC-New York, 11/18/59

November 18, 1959

NBC NEWS OPENS BUREAU IN ATHENS

NBC News has opened a new bureau in Athens, Greece, as part of its continuing effort to expand news coverage on the NBC Television and Radio Networks, it was announced today by William R. McAndrew, Vice President, NBC News.

The NBC News bureau in Athens will be staffed by the husband-and-wife team of cameraman Louis Hepp and correspondent Phyllis Hepp, who have contributed stories to NBC News as a free-lance team.

Mr. McAndrew returns to New York Friday, Nov. 20, from a three-week trip to Europe to direct preparations for NBC News coverage of President Eisenhower's forthcoming overseas trip and the Western summit conference.

NBC-TV NETWORK PROGRAM

NBC-TV NETWORK EXERCISES OPTION AND ORDERS
SECOND 13-WEEK CYCLE OF 'FIVE FINGERS'

The NBC-TV Network exercised its option and ordered a second 13-week cycle of the full-hour adventure series, "Five Fingers," it was announced today by Alan W. Livingston, Vice President in charge of programs for the network's Pacific Division.

David Hedison and Italian actress Luciana Paluzzi star in the series dealing with international espionage. The series is filmed by 20th Century-Fox Studios. It is telecast on NBC-TV Saturdays (9:30 to 10:30 p.m. EST).

Sponsors and agencies for "Five Fingers" are Brown and Williamson Tobacco Company (Ted Bates & Company Inc.), Helene Curtis Industries (McCann-Erickson Inc.), Corning Glass Company (N. W. Ayer & Son Inc.), Procter and Gamble Company (Benton & Bowles Inc.), Sterling Drug Company (Dancer-Fitzgerald-Sample Inc.) and Anahist Research Laboratories Division of Warner-Lambert Pharmaceutical Company (Ted Bates & Company Inc.).

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NBC-New York, 11/18/59

"TODAY" PRODUCER ROBERT L. BENDICK WILL VISIT ROME TO COORDINATE
PLANS FOR COVERAGE OF EISENHOWER'S OVERSEAS TRIP

Producer Robert L. Bendick of the NBC-TV Network's "Today" program will be in Rome for five days to coordinate planning of "Today's" overseas coverage of President Eisenhower's trip to 10 countries in Europe, Asia and Africa next month. He is scheduled to arrive in Rome Friday, Nov. 20, and to return to New York Wednesday, Nov. 25.

Mr. Bendick will meet with NBC News' Rome correspondent Irving R. Levine, who has been designated special correspondent for "Today" on the President's tour. They will finalize Levine's assignments in Rome, New Delhi and Paris.

In addition, Mr. Bendick will arrange for special sound film coverage of the President's activities in these key cities, and for the transportation of the films to New York by the fastest methods. One film crew will be sent from Beirut to New Delhi and another from London to Paris, while a third crew will operate in Rome.

Levine will "leapfrog" ahead of President Eisenhower to interview the top government officials with whom the President will meet and to describe the political climate of each country. He will remain at the principal places during most of the President's stay, reporting on events as they take place. Some of his reports will be transmitted to Dave Garroway by direct radio communication during the "Today" telecasts. ("Today" is telecast Monday through Friday, 7-9 a.m. EST.)

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NBC-New York, 11/18/59

November 18, 1959

Attention, Sports Editors

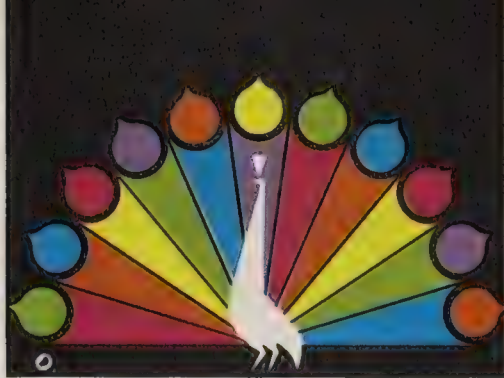
TWO CHAMPIONSHIP EVENTS ON 'CAVALCADE OF SPORTS' IN DECEMBER--
WEBB-FULLMER MIDDLEWEIGHT FIGHT AND BOWLING TOURNEY

Championship events in boxing and bowling highlight the "Gillette Cavalcade of Sports" schedule the first two Fridays in December, on the NBC-TV and NBC Radio Networks (10 p.m. EST).

On Friday, Dec. 4, the National Boxing Association middleweight championship bout between titleholder Gene Fullmer of West Jordan, Utah, and Spider Webb of Chicago will be covered. The scheduled 15-round match will take place in Utah State University Field House at Logan, Utah.

The final round of the third annual World's Invitational Match-Game Bowling Championships will be covered by "Cavalcade of Sports" on Friday, Dec. 11 from Chicago Coliseum. The bowling tourney will replace the weekly boxing bout on that night only.

NBC COLOR TELEVISION NEWS



November 18, 1959

'THE ART CARNEY SHOW'

ART CARNEY WILL SPOOF 'VERY IMPORTANT PEOPLE'
IN COLORCAST COMEDY REVUE FRIDAY, DEC. 4

Art Carney returns to comedy when he presents "Very Important People," a musical revue about the people who "have it made" on the Friday, Dec. 4 colorcast of "The Art Carney Show" on the NBC-TV Network (8:30-9:30 p.m. EST). The show will be a spoof of the manners and mores of people of wealth or position whose names appear in the papers.

Guest stars who will join Carney in the satire will be announced later.

The opening sketch of the show will find Carney playing the elderly and decrepit head of a large corporation, who has decided to hand over the reins of his firm to one of six aspiring vice presidents.

In a second sketch, Carney will play a genial, smiling Presidential hopeful in mid-campaign, appearing at a reception in a small Midwestern town. He is met with the varying factions he hopes will support him -- labor, management, parents with babies to be kissed, and pickle manufacturers, among others. Only one disenchanted voice (that of his wife) murmurs in his ear.

(more)

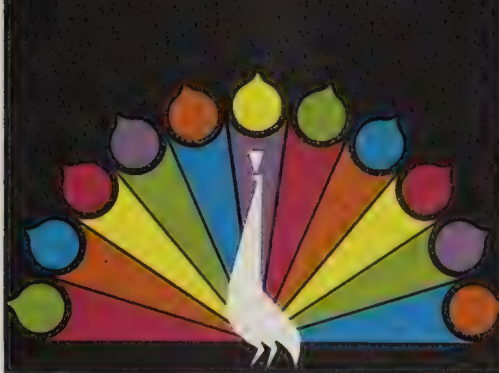
Carney's third appearance in the colorcast will be a "mystery guest" on a panel show presided over by a highly articulate -- if somewhat verbose -- moderator.

The final sketch in "Very Important People" will have Carney serving as host for an enormous television party called "The Big Blowout." Flamenco dancers, a bejeweled movie star, a famous dancing team and a determined television saleswoman join forces to help him make the event noteworthy.

"Very Important People," written by Larry Gelbart and Sheldon Keller, will be directed by Burt Shevelove and produced by David Susskind. The colorcast will be sponsored by the United Motors Service Division of General Motors and the AC Spark Plug Division of General Motors. Campbell Ewald Company is the advertising agency for United Motors Service Division and D. P. Brother & Company for the AC Spark Plug Division.

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NBC-New York, 11/18/59



November 18, 1959

'SUNDAY SHOWCASE'

SALLY ANN HOWES WILL STAR IN 'AFTER HOURS'

Sally Ann Howes will star in "After Hours," a romantic comedy by Tony Webster on NBC-TV Network's "Sunday Showcase" colorcast Feb. 7, 1960 (8-9 p.m. EST).

(NOTE: "After Hours" was previously scheduled for Dec. 20.)

In "After Hours," Miss Howes will play a lonely young woman who falls in love with a man she meets in a doctor's office, and mistakes him for the doctor.

The British-born singer-actress starred as Eliza Doolittle in the Broadway hit, "My Fair Lady." She appeared on the opening "Bell Telephone Hour" on NBC-TV in October; on the Perry Como, Patti Page, Ed Sullivan and Dave King shows; and on "Gift of the Magi," a dramatic special. Miss Howes is married to Richard Adler, composer of the hit shows, "Damn Yankees" and "Pajama Game."

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For December (All Times EST)

Tuesday through Friday, Dec. 1-4

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry. Dr.

John F. Baxter is teacher.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden as host.

Tuesday, Dec. 1

9-9:30 p.m. -- "The Arthur Murray Party" starring Kathryn and Arthur Murray, with guest stars.

9:30-10:30 p.m. -- "Ford Startime" presents "Something Special," an original comedy starring Red Buttons.

Wednesday, Dec. 2

8:30-9 p.m. -- "The Price Is Right," starring Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Dolores Gray, Andy Griffith and Joe Bushkin.

Thursday, Dec. 3

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest Allen Case, co-star of NBC-TV's "The Deputy."

Friday, Dec. 4

8:30-9:30 p.m. -- "The Art Carney Show" presents "Very Important People," a musical comedy revue starring Art Carney, with guest stars.

(more)

2 - NBC-TV Network Colorcast Schedule

Saturday, Dec. 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

4:15 p.m. - to conclusion -- NBC-NCAA football game between UCLA and Syracuse.

7:30-8:30 p.m. -- "Bonanza." Tonight's film is "Vendetta."

Sunday, Dec. 6

2 p.m. - to conclusion -- NBC-NBA professional basketball game between St. Louis Hawks and Cincinnati Royals.

6-7 p.m. -- "The Bell System Science Series" presents "Gateways to the Mind," the story of the human senses. (Repeat)

8-9 p.m. -- "Give My Regards to Broadway," starring Jimmy Durante on "Sunday Showcase." Guest stars are Ray Bolger, Jane Powell, Jimmie Rodgers and Eddie Hodges. The show spotlights the Broadway of the late George M. Cohan.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Dec. 7-11

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

9:30-11 p.m. -- The "Special Tonight" series presents "The Philadelphia Story," starring Diana Lynn, Gig Young, Mary Astor, Christopher Plummer, Ruth Roman and Don DeFore.

Tuesday, Dec. 8

9-10:30 p.m. -- "My Three Angels," a television adaptation of the 1953 Broadway comedy hit.

Wednesday, Dec. 9

7:30-8:30 p.m. -- "Once Upon a Christmas Time," a fantasy by Paul Gallico, co-starring Claude Rains and Charles Ruggles. Featured are Patty Duke, Margaret Hamilton and skating star Ronnie Robertson. Kate Smith is special guest star.

8:30-9 p.m. -- "The Price Is Right"
(more)

3 - NBC-TV Network Colorcast Schedule

Wednesday, Dec. 9 (Cont'd)

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Tommy Sands and Sandra Church are on Perry's guest list tonight.

Thursday, Dec. 10

9:30-10 p.m. -- "The Ford Show" - with tonight's guest Liberace.

Saturday, Dec. 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza." Tonight - "The Sisters."

Sunday, Dec. 13

5:30-6:30 p.m. -- "The Hallmark Hall of Fame" presents "Christmas Festival." The program includes a dramatization of Ludwig Bemelmans' "The Borrowed Christmas," starring Walter Slezak; a program of Christmas carols of four nations by The Obernkirchen Children's Choir; Judith Anderson reading The Nativity from the King James version of the Bible, and an ice skating segment starring Dick Button.

8-9 p.m. -- "Sunday Showcase" presents "The Indestructible Mr. Gore." Gore Vidal's drama based on the life of his grandfather, the late blind Senator Thomas Gore of Oklahoma. Starring are William Shatner, E. G. Marshall, Inger Stevens, Nancy Marchand, Henderson Forsythe and Tim O'Connor.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Dec. 14-18

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

Monday, Dec. 14

10-11 p.m. -- "The Steve Allen Plymouth Show"

(more)

Tuesday, Dec. 15

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Lincoln-Mercury Startime" presents "Cindy's Fella," a Western adaptation of the Cinderella fairy tale, starring James Stewart, George Gobel and Lois Smith.

Wednesday, Dec. 16

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Maurice Evans, Jane Morgan and the Weire Brothers.

Thursday, Dec. 17

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford, with tonight's guest Kate Smith.

Friday, Dec. 18

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents a program of Christmas music with Thomas Mitchell as host and narrator, Rosemary Clooney, the Lennon Sisters, Metropolitan Opera star Lisa della Casa and Georgio Tozzi, The Little Sisters of Paris, the Agnes deMille Dance Theatre and violinist Penny Ambrose. Donald Voorhees conducts the Bell Telephone Orchestra and Chorus.

Saturday, Dec. 19

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza." Tonight - "El Toro Grande."

Sunday, Dec. 20

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Dec. 21-25

NOTE: "Continental Classroom" is in Christmas recess until Jan. 4.

12:30-1 p.m. -- "It Could Be You"

Monday, Dec. 21

10-11 p.m. -- "The Steve Allen Plymouth Show"

(more)

5 - NBC-TV Network Colorcast Schedule

Tuesday, Dec. 22

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" presents a program of Christmas music starring Leonard Bernstein, Marian Anderson, the St. Paul's Cathedral Boys' Choir of London and the Westminster Choir of Princeton, N. J. Joseph N. Welch is host of tonight's program.

Wednesday, Dec. 23

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Dec. 24

8-9 p.m. -- "The Pontiac Star Parade" (program details to be announced).

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Saturday, Dec. 26

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: NBC will colorcast the annual Blue-Gray Football Game today.
Time to be announced.

7:30-8:30 p.m. -- "Bonanza." Tonight, "Paiute War." (Repeat)

Sunday, Dec. 27

9-10 p.m. -- "The Chevy Show"

Monday through Thursday, Dec. 28-31

12:30-1 p.m. -- "It Could Be You"

Monday, Dec. 28

10-11 p.m. -- "The Steve Allen Plymouth Show"

(more)

6 - NBC-TV Network Colorcast Schedule

Tuesday, Dec. 29

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" presents "Meet Cyd Charisse,"
a musical revue starring dancer-actress Cyd Charisse, with
husband Tony Martin and comedienne Eve Arden.

Wednesday, Dec. 30

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall" - The Dancing Waters,
a fountain display, will be a feature of tonight's program.

Thursday, Dec. 31

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford,
with tonight's guest Charles Laughton.

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NBC-New York, 11/18/59

PI DELTA EPSILON HONORS NBC NEWS EDITOR SAM SHARKEY

Sam Sharkey, Editor, NBC News, has been awarded a Medal of Merit by Pi Delta Epsilon, national honorary journalism society, for his "outstanding performance in reporting and editing the news on a nationwide basis."

The award, presented at the society's convention in Bethlehem, Pa., commended Sharkey as a "veteran and distinguished newspaper reporter, an analyzer of current events and politics, and educator."

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NBC-New York, 11/18/59



TRADE NEWS

2 COPIES X-H

November 19, 1959

IDEAL TOY CORP. AND LIONEL TOY CORP. TO SPONSOR "THANKSGIVING DAY CIRCUS" AS WELL AS TELECAST OF MACY'S PARADE ON NBC-TV NETWORK

"Thanksgiving Day Circus," a special half-hour program spotlighting internationally famous circus performers and acts and originating in front of Macy's department store at Herald Square, New York, will be presented by the NBC-TV Network Thursday, Nov. 26 starting at 10:30 a.m. EST. This special program will directly precede the NBC-TV Network's full-hour coverage of Macy's Thanksgiving Day parade.

Believed to be the first time an outdoor three-ring circus has been staged on Broadway, the pre-parade program will feature many big-top favorites including "Torrelli's Dog and Pony Circus," Pinky Madison's tricycle-riding elephants, Bebe's Hollywood bears, the Four Kilroys trampoline and high-wire act and Texas Tommy's 30 trick-trained Alaskan huskies. Clowns and other circus performers also will participate. An emcee for the special show will be announced soon.

The Ideal Toy Corp. and the Lionel Toy Corp., co-sponsors of the parade telecast, also will sponsor the circus program. Grey Advertising Agency, Inc. is the agency for both sponsors.

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November 19, 1959

TOP STARS OF SHOWBUSINESS TO BE IN MACY'S PARADE

Shirley Temple, Chuck Connors, Bobby Clark, Pat Carroll,
Connie Francis, Dolores Gray and Ed Wynn in New York
Thanksgiving Procession on NBC-TV Network Telecast

Shirley Temple, Chuck Connors, Bobby Clark, Pat Carroll, Connie Francis, Dolores Gray and Ed Wynn will be among the show-business headliners in the 33rd annual Macy's Thanksgiving Day parade when the traditional New York holiday event will be televised by the NBC-TV Network Thursday, Nov. 26 (11 a.m.-12 noon EST). This will be the only network telecast providing complete coverage of the famous procession.

Miss Temple will lead the parade as Storybook Queen. Mrs. Charles Black in private life, she will be accompanied on the Storybook Float by her three children: Lori, 5; Charles Jr., 7, and Susan, 10.

Chuck Connors, star of "The Rifleman" television series, will ride in the parade on horseback.

Bobby Clark, comedy star of stage and screen, will ride the good ship Emily Morgan as Capt. Rowland H. Macy, founder of the department store. Garbed in oilskins and wearing a captain's hat, he will be aboard a float drawn by the representation of a 35-foot long, spouting whale.

Pat Carroll, comedienne and panelist on the TV show, "Keep Talking," will portray Mother Goose and lead a series of nursery rhyme floats.

(more)

2 - Macy's Parade

Connie Francis, singing and recording star, will play the part of Cinderella in the parade.

Dolores Gray, currently starring in the Broadway musical, "Destry Rides Again," will wear a cowgirl costume and ride a pony.

Ed Wynn, who will star in NBC-TV's colorcast, "Miracle on 34th Street" (Friday, Nov. 27, 8:30-9:30 p.m. EST), will officially greet Santa Claus -- who will ride the last float -- at the parade's climax.

Other parade participants include the world famous Radio City Music Hall Rockettes and members of the New York City Center light opera company. The Rockettes will ride in a special heated transparent gift box float. However, they will leave it at Herald Square to perform one of their celebrated routines for the NBC-TV cameras.

The New York City Center singers will ride a carousel float and will be heard singing selections from the musical hit, "Carousel."

Bill Wendell and Gene Rayburn will be the co-emcees for the NBC-TV Network's telecast.

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NBC-New York, 11/19/59

NBC RADIO NETWORK NEWS

November 19, 1959

'THE CREATIVE COMPOSER'

Dmitri Shostakovich and Four Other Leading Soviet Composers
On Panel with U.S. Composers in NBC Radio Network Broadcast

Dmitri Shostakovich, four other leading Soviet composers and a musicologist will participate in a roundtable discussion on "The Creative Composer" with four prominent American composers Monday, Nov. 23, on the NBC Radio Network (8:35-10 p.m. EST).

The program will be moderated by Nicolas Slonimsky, Russian-born American composer, author and musicologist, who will also serve as translator.

Shostakovich, whose symphonies have gained world-wide acclaim, will discuss his views on genuine and spurious sources of musical creativity.

Soviet participants include: Tikhon Khrennikov, general secretary of the Union of Soviet Composers; Boris Yarustovsky, professor of music history at the Moscow Conservatory; Fikret Amirov, a composer from Azerbaijan; Konstantin Dankevich, Ukrainian composer; and Dmitri Kabalevsky, conductor and composer.

The American participants are: Dr. Roy Harris, resident composer at the School of Music of Indiana University, Bloomington, Ind.; Dr. Howard Hanson, director of the Eastman School of Music, Rochester, N. Y.; and composers Ulysses Kay and Alan Shulman.

George Voutsas is producer of "The Creative Composer."

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TRADE NEWS

2 COPIES X-H

November 20, 1959

'PONTIAC STAR PARADE'

PONTIAC TO SPONSOR MENOTTI'S "AMAH! AND THE NIGHT VISITORS"
FULL-HOUR TELECAST CHRISTMAS EVE ON THE NBC-TV NETWORK

The 10th presentation of Gian Carlo Menotti's "Amahl and the Night Visitors" has been scheduled on the NBC-TV Network Christmas Eve, Thursday, Dec. 24 (8-9 p.m. EST). The program will be a tape showing of the outstanding performance of the NBC Opera Company given last year. It will be telecast in black and white only. The program will be sponsored by the Pontiac Motor Division of General Motors Corporation as a "Pontiac Star Parade" special.

Except for one role, the original cast of the nationally beloved opera production will be seen in this showing. Rosemary Kuhlmann plays the mother. The three kings are David Aiken as King Melchior, Leon Lishner as King Balthasar and Andrew McKinley as King Caspar. Francis Monachino is the page. The part of Amahl is sung by Kirk Jordan, the only member of the singing cast who was not in the original presentation given on the NBC-TV Network for Christmas, 1951.

The presentation to be telecast Dec. 24 was conducted by Herbert Grossman and directed by Jean-Claude Schwartz. Samuel Chotzinoff is producer. Agency for Pontiac is MacManus, John and Adams, Inc.

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NBC TELEVISION NETWORK NEWS

November 20, 1959

PAUL TRIPP TO EMCEE 'THANKSGIVING DAY CIRCUS'

Paul Tripp, award-winning children's television personality, will be the emcee of "Thanksgiving Day Circus" on the NBC-TV Network, Thursday, Nov. 26 (10:30 a.m. EST). The special half-hour program featuring internationally famous circus entertainers, including animal acts, jugglers, clowns and acrobats, will directly precede the network's full-hour coverage of Macy's Thanksgiving Day parade (11 a.m.-12 Noon EST).

Tripp, known to millions of young fans as TV's "Mr. I. Magination," for the past five years also was host of "On the Carousel," a local New York children's program. He has won a Peabody Award, two Emmy Awards and four Ohio State Awards for his work on those programs.

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Nov. 29 - Dec. 5 (All Times EST)

Sunday, Nov. 29

8-9 p.m. -- "Sunday Showcase" -- The National Academy of Recording Arts and Sciences Awards.

9-10 p.m. -- "The Chevy Show" -- starring Janet Blair, with guests Craig Stevens, Ginny Tiu and special guest Spike Jones and his Orchestra. Gene Barry is extra added attraction.

Monday through Friday, Nov. 30 - Dec. 4

6:30-7 a.m. -- "Continental Classroom" -- Modern chemistry

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is host.

Monday, Nov. 30

10-11 p.m. -- "The Steve Allen Plymouth Show" -- Buddy Hackett and singer Miriam Makeba are on Steve's guest list tonight.

Tuesday, Dec. 1

9-9:30 p.m. -- "The Arthur Murray Party" -- tonight's guests are Abbe Lane, Ruth Roman and Phyllis Kirk.

9:30-10:30 p.m. -- "Ford Startime" presents "Something Special" -- an original comedy starring Red Buttons, with guest stars Jack Carson and Jeannie Carson.

Wednesday, Dec. 2

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall" -- tonight's guests are Dolores Gray, Andy Griffith and Joe Bushkin.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE

Thursday, Dec. 3

9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford,
with Allen Case as guest tonight.

Friday, Dec. 4

8:30-9:30 p.m. -- "The Art Carney Show" presents "Very Important
People" -- a musical comedy revue starring Art Carney with
guests Betty Garrett and Dick Van Dyke.

Saturday, Dec. 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

3:45 p.m. to conclusion -- NBC-NCAA football game between UCLA
and Syracuse.

7:30-8:30 p.m. -- "Bonanza" -- tonight "Vendetta"

* * *

CORRECTION PLEASE in December Colorcast Schedule released
Nov. 18:

Thursday, Dec. 24

8-9 p.m. -- Kill: "Pontiac Star Parade." Menotti's
opera "Amahl and the Night Visitors" will be tele-
cast (in black and white only) in this time period
tonight.

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NBC-New York, 11/20/59

NBC TELEVISION NETWORK NEWS

November 20, 1959

'THE JACK PAAR SHOW' TO ORIGINATE TELECASTS
IN HOLLYWOOD NOV. 30-DEC. 10

- - -

Frequent Panelists Will Accompany Star on Trip
And Big West Coast Names Will Be Scheduled

"The Jack Paar Show" will make its third trip to the West Coast for program originations in Hollywood from Monday, Nov. 30 to Thursday, Dec. 10 on the NBC-TV Network.

Jack Paar, star of the late-night show (Monday-through-Friday, 11:15 p.m.-1 a.m. EST) will take a number of the show's frequent panelists with him for the Hollywood telecasts.

Announcer Hugh Downs (also host of the NBC-TV Monday-through-Friday "Concentration" series) will be on the Paar show during the first week in Hollywood, with Ed Reimers taking over the assignment for the second week.

Musical director Jose Melis will be in the Paar entourage along with Peggy Cass, Cliff Arquette (Charley Weaver), Dody Goodman and Joey Bishop.

Paar will book various West Coast personalities for panel appearances and entertainment acts to be added to the list that already includes Bob Hope, Jerry Lewis, Nelson Eddy, Jeanette MacDonald and Meredith and Renee Willson.

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TRADE NEWS

2 COPIES X-H

November 23, 1959

GENERAL FOODS RENEWS ITS ALTERNATE-WEEK SPONSORSHIP OF 'RUFF AND REDDY' AND 'FURY' ON NBC-TV NETWORK

The General Foods Corp. has renewed its alternate-week sponsorship of the two Saturday morning NBC-TV series, "Ruff and Reddy" and "Fury" through 1960, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Ruff and Reddy" (colorcast 10:30-11 a.m. EST) will begin its third year on NBC-TV next month. The series presents the filmed adventures of Ruff and Reddy, its dog and cat cartoon heroes, featuring Jimmy Blaine as host of the live portion of the show.

"Fury" (11-11:30 a.m. EST) is in its fifth season on NBC-TV, and stars Bobby Diamond and Peter Graves in the popular adventures of a boy and his horse, Fury. The series has won several awards during its run on NBC-TV.

Both purchases were made through Benton & Bowles Inc., agency for General Foods.

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NBC TELEVISION NETWORK NEWS

November 23, 1959

'PLAY YOUR HUNCH' TO BECOME WEEKDAY MORNING FEATURE DEC. 7
ON NBC-TV NETWORK, REPLACING 'TREASURE HUNT'

"Play Your Hunch," a game show starring Merv Griffin, will become a weekday morning feature of the NBC Television Network effective Monday, Dec. 7, 1959, it was announced today by Carl Lindemann, Jr., Vice President, Daytime Programs. The program will be telecast from 10:30 to 11 a.m. EST, Monday through Friday. The new show replaces "Treasure Hunt."

"Play Your Hunch" is an audience participation program featuring games calling for the use of hunches based on instinct and intuition. Modest cash prizes are awarded successful contestants. The show is produced by Goodson & Todman.

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November 23, 1959

'FORD STARTIME'

GEORGE SCHAEFER WILL PRODUCE AND DIRECT 'AIMEE,'
DRAMA BASED ON LIFE OF AIMEE SEMPLE McPHERSON

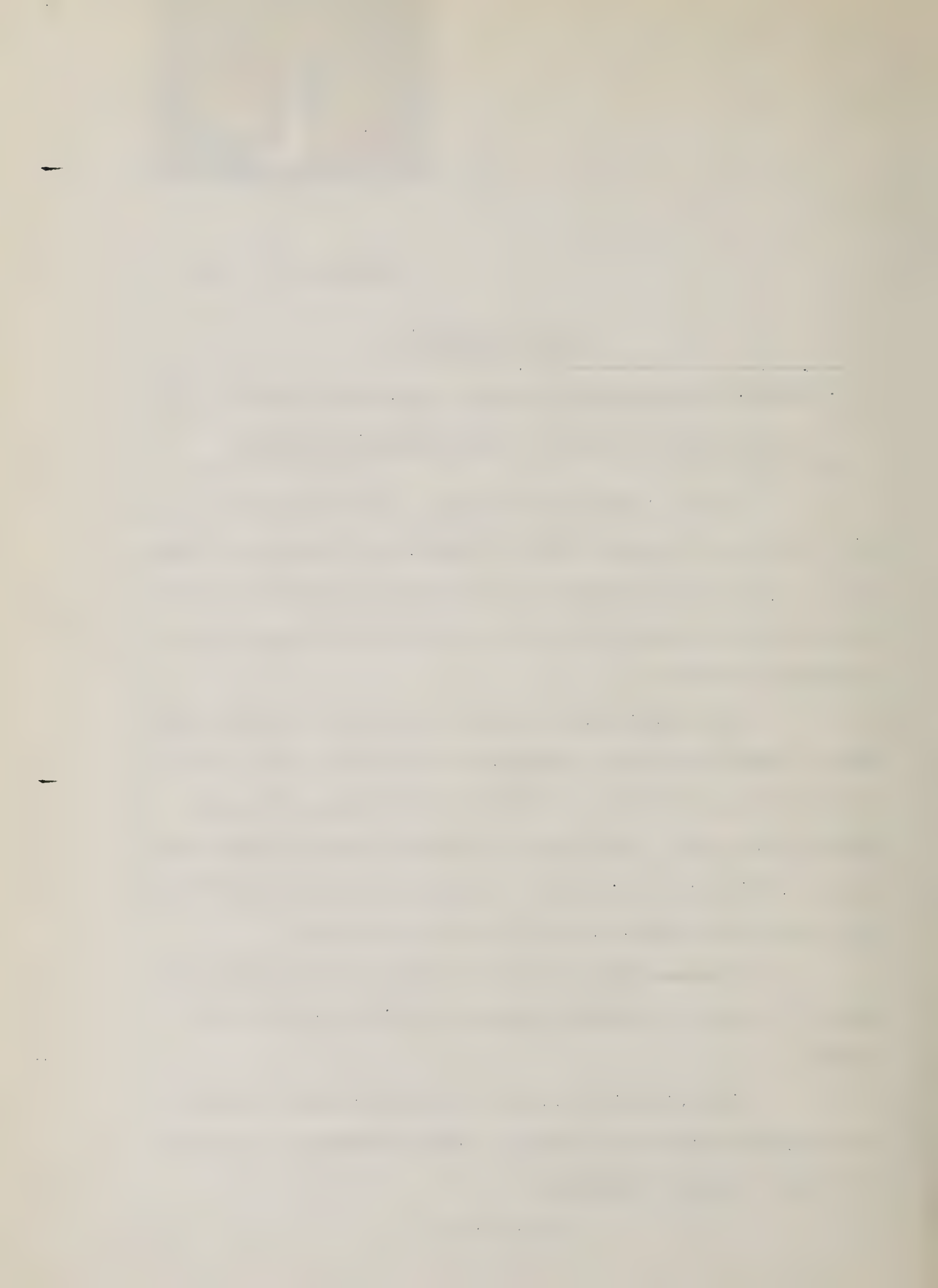
"Aimee," the Tuesday night "Ford Startime" special to be colorcast on the NBC-TV Network in February or March, will be produced and directed by George Schaefer, it was announced by Hubbell Robinson, executive producer of the "Startime" series.

The dramatization based on the life of the late Aimee Semple McPherson, American revivalist of the 1920s, will be a co-production of Schaefer's company, Compass Productions, Inc., and Hubbell Robinson Productions, Inc. Luther Davis is writing the teleplay. Robinson and Schaefer are seeking Eva Marie Saint for the title role.

Schaefer is producing the six "Hallmark Hall of Fame" 90-minute colorcast dramas on NBC-TV in the 1959-60 season.

The "Startime" series of 39 colorcast specials is sponsored by the Ford Motor Company through its agency, J. Walter Thompson Company.

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CREDITS FOR "MACY'S THANKSGIVING DAY PARADE" TELECAST FROM NEW YORK
THURSDAY, NOV. 26, ON THE NBC-TV NETWORK (11 a.m.-12 noon EST)

CO-EMCEES: Bill Wendell and Gene Rayburn

PARADE STARS AND FEATURES: Shirley Tempel, Chuck Connors, Bobby Clark, Pat Carroll, Connie Francis, Dolores Gray and Jules Munshin. Ed Wynn, as official greeter, will welcome Santa Claus at the parade's climax. Also, the Radio City Music Hall Rockettes and New York City Center Light Opera Company. Features will include floats, bands and mammoth helium-filled balloons.

PRODUCER: Edward Pierce

DIRECTORS: Craig Allen and William Healion

ASSISTANT TO PRODUCER: Danny Webb

WRITER: Earl Hamner

MUSIC DIRECTOR: Sammy Fidler

PRODUCTION ASSISTANT: Lynn Wellingcamp

UNIT MANAGER: Edward Faught

TECHNICAL DIRECTORS: Dan Zampino and Robert Waring

AUDIO: Philip Berge, Henry Gerling and Frank Vierling.

VIDEO: Louis Halpern

ORIGINATION: Herald Square, New York City, in front of Macy's department store.

SPONSORS: Ideal Toy Corp. and Lionel Toy Corp.

AGENCY: Grey Advertising Agency, Inc.

NBC PRESS REPRESENTATIVE: Stan Appenzeller (New York)

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SPAY, NOV. 26, ON THE 100-11 NETWORK (11 A.M.-12 noon EST)

Bill Handel and Gene Rayburn

12:

Shirley Temple, Chuck Connors, Bobby Clark,

STAN AND

and Jules Hirschman. In turn, an official

present, will welcome Santa Claus to the

parade's climax. Also, the Radio City Music

Hall Orchestra and New York City Center

Light Opera Company. Performers will include

florists, bands and several helicopter-filled

balloons.

Carol Allen and William Feltus

Danny Webb

PRODUCER: ROBERT

Sammy Davis

DIRECTOR:

John Williams

ASSISTANT:

Philip Morris, Henry Gans and Frank Vincent

Local Artists

Horatio Brown, New York City, in front of

Mayor's department store.

Local Toy Corp. and Lionel Toy Corp.

Grey Advertising Agency, Inc.

Wien Apples (New York)

REPRESENTATIVE:

CREDITS FOR 'THANKSGIVING DAY CIRCUS' ON THE NBC-TV NETWORK

THURSDAY, NOV. 26 (10:30-11 a.m. EST)

HOST AND RINGMASTER: Paul Tripp

FORMAT: Three-ring circus spotlighting internationally famous circus performers including Torelli's Dog and Pony Circus; Pinky Madison's tricycle-riding elephants; Bebe's Hollywood bears; Texas Tommy's trick-trained Alaskan huskies; the Three Waltons, comedy trapeolinists; the Kayos, jugglers; and many clowns.

PRODUCER: Edward Pierce

DIRECTORS: Craig Allen and William Healion

ASSISTANT TO PRODUCER: Danny Webb

WRITER: Earl Hamner

UNIT MANAGER: Edward Faught

TECHNICAL DIRECTORS: Dan Zampino and Robert Waring

AUDIO: Philip Berge, Henry Gerling and Frank Vierling.

VIDEO: Louis Halpern

ORIGINATION: Herald Square, New York City in front of Macy's department store.

SPONSORS: Ideal Toy Corp. and Lionel Toy Corp.

AGENCY: Grey Advertising Agency, Inc.

NBC PRESS REPRESENTATIVE: Stan Appenzeller (New York).

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NBC-New York, 11/23/59

CREDITS FOR 'THANKSGIVING DAY CIRCUS' ON THE NBC-TV NETWORK

THURSDAY, NOV. 26 (10:30-11 a.m. EST)

AND ASSISTANT:

Paul Tripp

Three-ring circus spotlighting information-

ally famous circus performers including

Torelli's Dog and Pony Circus; Rinky

and his circus; and

Bebe's Hollywood Bears; Texas Tommy's

circus; and

Walters, comedy trampolinists; the Kayes,

jugglers; and many others.

Special Feature

Craig Allen and William Heister

Danny Webb

Earl Hamner

Edward Knight

Sam Campione and Robert Waring

Philip Berger, Henry Gerling and Frank

Walters

Special Feature

Herald Square, New York City in front of

Macy's department store.

Ideal Toy Corp. and Lionel Toy Corp.

Grey Advertising Agency, Inc.

Stan Appelbaum (New York).

TELEVISION REPRESENTATIVE:

November 23, 1959

A CASE (ALLEN, THAT IS!) FOR THE LAW

Co-Star of NBC-TV Network's "The Deputy" Will Get Real Badge

Among Genuine Tribute in Maryland Days Named in His Honor

Allen Case is getting deputized again. Only this time, it's for real. Well, sort of for real.

On his NBC-TV Network show, "The Deputy" (Saturdays, 9 p.m. EST), Case is usually tricked into wearing a U. S. Deputy Marshal's badge by co-star Henry Fonda. This week, he will become a real-life honorary U. S. Marshal. The badge will be part of the honors heaped on the young actor when he arrives in Annapolis, Md., to act as Grand Marshal of the "American Horse Cavalcade."

Maryland Governor J. Millard Tawes will proclaim Nov. 25 to 27 "Deputy Allen Case Days" throughout the state, and will hold a reception in his honor.

The mayor of Annapolis will be Case's host at Thanksgiving dinner at the historic Maryland Inn.

On Friday, Nov. 27, Case will act as Grand Marshal of a parade depicting the history of American horses. Some 200 horses will be in the parade. Following the procession, Case will be the host at a "chuck wagon" brunch of "buffalo burgers" and coffee.

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NBC-New York, 11/23/59

CAST AND CREDITS FOR THE 'FORD STARTIME' COLORCAST
OF AN ORIGINAL COMEDY, 'SOMETHING SPECIAL' ON NBC-TV NETWORK
TUESDAY, DEC. 1 (9:30-10:30 P.M. EST)

PROGRAM: "Something Special" on "Ford Startime"
TIME: NBC-TV Network colorcast Tuesday,
Dec. 1 (9:30-10:30 p.m. EST)
STARRING: Red Buttons
CO-STARRING: Jack Carson and Jeannie Carson
A TELEVISION PRESENTATION OF: Hubbell Robinson Productions, Inc.
EXECUTIVE PRODUCER: Hubbell Robinson
ORIGINAL TELEPLAY BY: Sol Saks
PRODUCER: Sol Saks
DIRECTOR: Marc Daniels
ASSOCIATE DIRECTOR: Jim Gaines
PRODUCTION ASSISTANT: Anthony Wolff
TECHNICAL DIRECTOR: Larry Ellikan
UNIT MANAGER: Douglas Lutz
LIGHTING: Phil Hymes
SETS DESIGNED BY: Ted Cooper
MAKEUP BY: Bob O'Bradovich
COSTUMES: Hazel Roy
AUDIO: Norman Ogg
ORIGINATION: NBC Color Studios, Brooklyn, N. Y.
SPONSOR: The Ford Motor Company
AGENCY: J. Walter Thompson Company
NBC PRESS REPRESENTATIVES: Charlie Gregg (New York); Bill Fague
(Hollywood)

* * *

(more)

CAST AND CREDITS FOR THE 'TODAY' SPECIAL: SOMETHING SPECIAL ON NBC-TV NETWORK
TUESDAY, DEC. 1 (9:30-10:30 p.m. EST)

"Something Special" on "Today Special"

120-15 (9:30-10:30 p.m. EST)

Dec. 1 (9:30-10:30 p.m. EST)

Red Robinson

Jack Carson and Jackie Davis

Robert Robinson Production, Inc.

Robert Robinson

Bob Sain

Bob Sain

Gene Harlow

Jim Brown

Anthony Wolff

James Wilson

Donna Mills

Bill Brown

Tom Cooper

Bob Sain

Bob Sain

Bob Sain

Bob Sain

Bob Sain

Bob Sain

Bob Sain

(Continued)

THE CAST

Red Buttons.....as Joe Henders
Jack Carson.....as Madden
Jeannie Carson....as Ruth Turner
Anna Minot.....as Mrs. Madden
Debbie Paine.....as Sheila
Eli Mintz.....as Mr. Baumstein
Buzz Hallidan.....as Girl No. 1
Olga Bellin.....as Girl No. 2
Barbara Baxley....as Hannah
Cliff Norton.....as Bert
Amanda Meiggs.....as Estelle
Ann Whiteside.....as Doris
Peggy Pope.....as the Taxi Dance Girl
Sydney Pollack....as the Escort
Sam Birch.....as the Bartender
Ned Wertimer.....as Marlon

* * *

THE STORY

Shy and awkward, Joe Henders (Red Buttons) is a country boy who has been in the city for a year and has been unable to meet a girl. For the "standard \$25 membership fee," Madden (Jack Carson), boisterous one-man staff of the Madden Introduction Bureau, introduces Joe to an equally-shy young secretary, Ruth Turner (Jeannie Carson), at a "gathering" for the purpose in the Madden apartment. Joe and Ruth fall in love but Joe, who is 31 and thinks "honesty is one of the most important things a person can have," is suspicious that Ruth is a lot

(more)

3 - Credits for 'Something Special'

older than the 27 years stated on her matrimonial bureau application. Ruth evades several attempts by Joe to determine her real age. Finally, Joe bursts into Ruth's office and demands to see her driver's license. Ruth angrily admits she is 32 and breaks off their friendship. Over Madden's objection, Joe decides "maybe I don't want a nice girl -- maybe I'm the type who goes for sexy girls." He unsuccessfully tries to pick up two girls in a bar, and then becomes involved in a fist fight over a taxi dance hostess. Despairing, Joe tells Madden he's returning to the country, but Madden is determined not to be denied his fee. In a surprise finale, Joe goes to Ruth's apartment to bid her goodbye.

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NBC-New York, 11/23/59

NBC-TV NETWORK PROGRAMS

WRITER TELLS OF "EXCLUSIVE" INTERVIEW WITH BOB HOPE ON TOUR

A humorous article, "My 'Exclusive' Interview with Bob Hope" by John Reddy, is a feature of the December issue of Reader's Digest (on newsstands Nov. 24).

In the story, author Reddy tells of his attempts to persuade Hope to sit still for an exclusive interview and of the opportunity he finally got when the NBC-TV comedian invited him to accompany the troupe on Hope's annual Christmas junket last December to entertain GIs overseas. The story logs Reddy's efforts to be alone with Hope during the trip, which lasted 12 days and covered 10,000 miles of travel. The result? "Probably the longest noncommittal interview on record," according to the Digest.

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ART LINKLETTER WRITES TRIBUTE TO FATHER

Art Linkletter, host of the "People Are Funny" show on the NBC-TV and NBC Radio Networks, writes of "My Most Unforgettable Character" in the December issue of "The Reader's Digest."

In the article, the NBC star reminisces about his father, a cobbler and itinerant preacher, who "lived each day according to the teachings of the Bible, and couldn't imagine anyone not wanting to do the same."

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NBC-New York, 11/23/59

CAST AND CREDITS FOR 'MIRACLE ON 34TH STREET'
A 'SPECIAL TONIGHT' COLORCAST FRIDAY, NOV. 27
ON THE NBC-TV NETWORK (8:30 TO 9:30 P.M. EST)

STARS: Ed Wynn, Peter Lind Hayes and Mary Healy
FEATURED PLAYERS: Orson Bean, Susan Gordon, Loring Smith,
Larry Weber and Hiram Sherman
PRODUCED BY: David Susskind for Talent Associates
DIRECTOR: William Corrigan
ASSOCIATE PRODUCER: Jacqueline Babbin
ADAPTED FOR TELEVISION BY: Harry Muheim (from an original story by
Valentine Davies)
SPONSOR: The Westclox Division of General Time
Corporation
AGENCY: Batten, Barton, Durstine & Osborn, Inc.
POINT OF ORIGINATION: NBC Color Studios in Brooklyn, N. Y.
NBC PRESS REPRESENTATIVES: Betty Lanigan (New York); Don Jones
(Hollywood)

CAST OF CHARACTERS

Kris Kringle.....Ed Wynn
Mr. J. Shellhammer.....Loring Smith
Doris Walker.....Mary Healy
Mr. Sawyer.....Orson Bean
Fred Gailey.....Peter Lind Hayes
Mr. Macy.....Hiram Sherman
Mike Wallace.....Mike Wallace
Judge Harper.....John Gibson
Mr. Mara.....Lawrence Weber
(more)

2 - 'Miracle on 34th Street'

Interne.....Perry Fiske
Peter.....Leland Mayforth
Peter's mother.....Shirley Eggleston
Dutch girl.....Matja Brouwer
Dutch girl's mother.....Alfreda (cq) Wallace
Bailiff.....Frank Daly
Al and Lou (post office clerks).....Joey Walsh and Arny Freeman
Window dresser at Macy's.....Leonard Elliott
Potted Santa.....William Griffis
Tough Santa.....Frank Campanella
Larchmont woman.....Joan Croydon
Mr. Gimbel.....William Post, Jr.
Brooklyn woman.....Tomi Romer
Two mothers.....Anita Baylis and Fay Sappington
Bronx man.....Don Grusso

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NBC-New York, 11/23/59



TRADE NEWS

2 COPIES X-H

'JOURNEY TO UNDERSTANDING--VOLUME II'

BROWN & WILLIAMSON TO SPONSOR ALL 7 NBC NEWS SPECIALS IN PEAK
NIGHTTIME TV HOURS COVERING PRESIDENT EISENHOWER TRIP ABROAD

Brown & Williamson Tobacco Corporation will sponsor all seven NBC News specials in peak nighttime viewing periods covering President Eisenhower's trip abroad next month, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

"This is a dramatic example," said Mr. Scott, "of the burgeoning interest of major corporations in presenting quality news and public affairs programming to a mass audience. Scheduling this series in peak nighttime hours is in line with NBC's continuing policy of pre-empting popular entertainment shows to bring the key issues and events of our day to the largest possible viewing group."

The seven-part series, titled "Journey to Understanding -- Volume II," will constitute the most extensive coverage ever given a Presidential trip and will follow the President through 10 countries in Europe, Asia and Africa.

Mr. Scott pointed out that the Brown & Williamson order represents recognition of the widely acclaimed coverage by NBC News in its September presentation of "Journey to Understanding -- Volume I," which detailed every step of Premier Khrushchev's U. S. tour and

(more)

2 - Eisenhower Trip

President Eisenhower's earlier trip through the Western Alliance countries. In addition to receiving highly favorable critical notices, NBC's "Journey to Understanding -- Volume I" was easily the most viewed coverage of the Eisenhower-Khrushchev trips.

William R. McAndrew, Vice President, NBC News, described the "Journey to Understanding -- Volume II" programs as the latest enterprise in the network's continuing effort to telecast an increasing number of news and informational programs, especially in nighttime periods where they will reach a maximum audience.

Mr. McAndrew returned last Friday (Nov. 20) from a three-week visit to NBC News bureaus in Europe to direct preparations for the Eisenhower coverage. NBC's plans, he said, include full use of film, video tape, the Eurovision network, the new trans-Atlantic wire film service, microwave relays, regular jet flights and chartered planes.

First programs in the Brown & Williamson series will cover the President's weekend in Rome (Monday, Dec. 7, 8-8:30 p.m. EST), his visits to Turkey, Pakistan and Afghanistan (Thursday, Dec. 10, 10:30-11 p.m. EST) and a detailed report on his stay in India (Saturday, Dec. 12, 9:30-10:30 p.m. EST).

"Journey to Understanding" will then cover the President's final day in New Delhi and look ahead to the situations awaiting him in Iran and Greece (Sunday, Dec. 13, 6:30-7 p.m. EST), report on his three-day Mediterranean cruise (Friday, Dec. 18, 8-8:30 p.m. EST) and cover his participation in the Western summit meeting in Paris (Sunday, Dec. 20, 8-9 p.m. EST).

(more)

In addition to receiving his...
...to understand -- Volume II, was...
...of the Eisenhower-McCarthy trip.

William H. McGowan, Vice President...
...to understanding -- Volume II, program...
...in the network's continuing effort to...
...and informational programs, especially in...
...will reach a minimum audience.

Mr. McGowan returned last Friday (Nov. 24)...
...to NBC News Bureau in Europe to direct...
...coverage, NBC's plans, he said, include...
...the television network, the new...
...which, McGowan noted, began last... and...

These programs in the...
...weekend in New York (Monday, Dec. 1, 1953...
...to New York, California and...
...11 a.m. EST) and a detailed report on the day in India...
...y, Dec. 12, 9:30-10:30 a.m. EST).

'... to understanding' will then...
...in New York and look ahead to the...
...6:30 p.m. (Monday, Dec. 12, 6:30-7 p.m. EST),...
...Wednesday, Dec. 10, 6:30-7 p.m. EST) and...
...participation in the... in...

3 - Eisenhower Trip

The series will report on the conclusion of the Western summit meeting and cover the President's visits to Morocco and Spain and his return to Washington (Tuesday, Dec. 22, 10:30-11 p.m. EST).

NBC News correspondents who will report from the scene include Chet Huntley, Joseph C. Harsch, John Chancellor, Edwin Newman, John Rich, Irving R. Levine, Welles Hangen and Cecil Brown.

NBC News correspondent Frank McGee, commentator on many programs in the "Journey to Understanding -- Volume I" series (covering the President's trip last Summer to Europe and Khrushchev's visit to the United States), will be anchorman on all Volume II reports. NBC News correspondents Ray Scherer and Bill Henry, cameraman David Weigman and soundman John Hofen will travel with the Presidential party.

Other NBC newsmen taking part in the overseas coverage include Don Meaney, National TV News editor; Russ Tornabene, Washington Network News desk supervisor; and Fred Rheinstein, who will serve as field director of the specials.

In addition to the seven specials in peak nighttime viewing periods, NBC News will present live coverage of the President's departure for Europe, expected about midnight Thursday, Dec. 3, and will report on his travels in two programs of "Time: Present -- Chet Huntley Reporting" on Dec. 6 and Dec. 20 (Sundays, 5:30-6 p.m. EST).

The specials will be presented by the Special News Programs unit formed recently by NBC News to expand news and public affairs programming. They will be produced by Chet Hagan and Reuven Frank, under supervision of Julian Goodman, Director, News and Public Affairs.

Advertising agency for Brown & Williamson is Ted Bates & Company.

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NBC-New York, 11/24/59



TRADE NEWS

November 24, 1959

TEXACO RENEWS SPONSORSHIP OF 'TEXACO HUNTLEY-BRINKLEY REPORT'
THROUGH 1960 ON NBC TELEVISION NETWORK

Texaco Inc. has renewed its sponsorship of "The Texaco Huntley-Brinkley Report" on NBC-TV through 1960, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network, and S. C. Bartlett, Vice President in charge of Texaco's Domestic Sales Department.

The 15-minute Monday-through-Friday news program has been sponsored by Texaco since June 29, 1959, and will continue at its present time, 6:45-7 p.m. EST, with Chet Huntley reporting from New York and David Brinkley from Washington.

"Texaco is proud to carry on its long tradition of sponsoring public service presentations through this renewed association with the most comprehensive news report on television," Mr. Bartlett said.

The program will continue under supervision of William R. McAndrew, Vice President, NBC News, with Reuven Frank as producer and Eliot Frankel as associate producer.

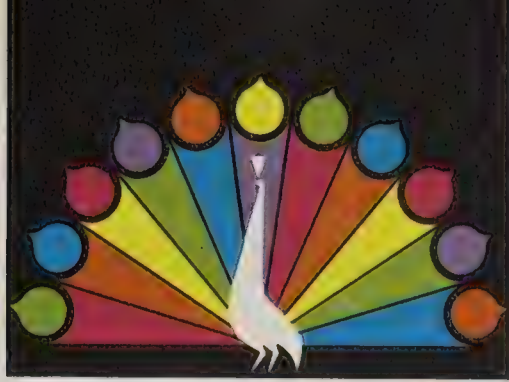
(more)

During the past year, the Huntley-Brinkley program has received the "Emmy" award of the National Academy of Television Arts and Sciences, the George Foster Peabody Award, the National Education Association's School Bell Award and the Saturday Review of Literature Award.

The purchase was made through Cunningham and Walsh Inc., Texaco's advertising agency.

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NBC-New York, 11/24/59



November 24, 1959

'ENTERTAINMENT AMBASSADORS' TO BE SPOTLIGHTED

- - -

American Stars Who Performed Abroad Will Participate in Musical
Colorcast with Dave Garroway as Host on 'Bell Telephone Hour'

A musical program featuring popular and classical artists who have been American "entertainment ambassadors" abroad will be colorcast on the "Bell Telephone Hour" with Dave Garroway as host, Friday, Jan. 1 over the NBC-TV Network (8:30-9:30 p.m. EST).

Other headliners on the program will be jazz virtuoso Louis Armstrong, singers Shirley Jones and Jack Cassidy, vocalist Jane Froman, concert pianist Grant Johannessen and dancers Gene Nelson, Taina Elg, Allegra Kent and Jacques D'Amboise. Donald Voorhees directs the Bell Telephone Orchestra.

Garroway took his NBC-TV "Today" show to Paris last Spring. Shirley Jones and Jack Cassidy played in "Oklahoma" abroad, and Jane Froman has performed for civilian and military audiences overseas. Armstrong and Johannessen have played concert tours in Europe, and all of the dancers have appeared abroad with American companies.

The "Bell Telephone Hour" is a production of Henry Jaffe Enterprises.

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'SUNDAY SHOWCASE'

CAST AND CREDITS FOR THE NOVEMBER 29 'SUNDAY SHOWCASE' COLORCAST
OF 'THE NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES AWARDS'
(NBC TELEVISION NETWORK, 8 TO 9 P.M. EST)

TITLE: "The National Academy of Recording
Arts and Sciences Awards"
(NOTE: Colorcast will mark first TV
presentation of recording industry's
"Grammy" Awards).

DATE AND TIME: NBC-TV Network colorcast, Sunday,
Nov. 29 (8-9 p.m. EST).

HOST: Meredith Willson to announce and pre-
sent the awards for NARAS (National
Academy of Recording Arts and
Sciences)

AWARD WINNERS AND PERFORMING
ARTISTS: Shelley Berman, Van Cliburn, Nat King
Cole, Bobby Darin, Jimmy Driftwood,
Duke Ellington, Ella Fitzgerald,
Jonah Jones, the Kingston Trio, and
the Mormon Tabernacle Choir.

PRODUCED AND DIRECTED BY: Alan Handley

WRITTEN BY: Bill Gammie and Ray Brenner

MUSICAL DIRECTOR: Axel Stordahl

CHOREOGRAPHY: Paul Godkin

SET DESIGNER: Robert Kelly

ASSOCIATE DIRECTOR: Roy Montgomery

TECHNICAL DIRECTOR: Clair McCoy

LIGHTING DIRECTOR: L. Scarlett

AUDIO: Bob Jensen and Howard Cooley
(more)

WEDNESDAY, NOVEMBER 29, 1956
NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES AWARDS
(WBC TELEVISION NETWORK, 8 TO 9 P.M. EST)

"The National Academy of Recording
Arts and Sciences Awards"

(NOTE: Colorado will mark first TV
presentation of recording industry's
awards.
Nov. 29 (8-9 P.M. EST).

Herbert Wilson to announce and pre-
sent the awards for NAAR (National
Academy of Recording Arts and Sciences)

Shelley Long, Ann Calhoun, and King
Cole, Bobby Darin, Frank Sinatra,
Babe King, Ella Fitzgerald,
Jimmie Rodgers, the Kingston Trio, and
the Modern Jazz Quartet.

Alan Rosenberg
Bill Gossie and his band

Frank Sinatra

Ray Manzarek

Clara Moley

E. T. Ricketts

For women and Howard Gossie

SENIOR VIDEO: Ray Olsen

CO-ORDINATOR FOR THE NATIONAL
ASSOCIATION OF RECORDING
ARTS AND SCIENCES: Stan Richardson

SPONSOR (AND AGENCY): Watchmakers of Switzerland (through
Cunningham & Walsh, Inc.)

LIVE ORIGINATION FROM: NBC Color Studios, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Bill Fague (Hollywood), Anne Morrissy
(New York)

PROGRAM HIGHLIGHTS FOR THE NARAS "GRAMMY" AWARDS

Ten of the nation's top recording artists will re-create their "Grammy" award-winning performances on "The National Academy of Recording Arts and Sciences Awards Show," but the musical numbers they will do cannot be announced in advance.

There has been considerable speculation based on the nominations each artist has received and perhaps the following program will give some hint as to the numbers which will be performed.

1. THE KINGSTON TRIO opens the show with an unannounced number, ... but it's bound to be one of the songs from their album "Kingston Trio at Large" which includes such titles as "Scarlet Ribbons," the Boston Street car fable, "MTA," the spiritual "Good News" and the mountain song "Corey, Corey." The trio's award-winning category is also a matter of speculation, but it was nominated for "best Performance by a Vocal Group" and "best Folk Music Performance."

2. JONAH JONES AND QUARTET undoubtedly will play a selection from "I Dig Chicks" but which one is still unknown. It might be any one of the 10 songs devoted to women like "Cecilia," "Mandy," "Chlo-e," "Louise," "Linda," "Lillette," and "Rosetta." The category however is certain, as it was the only one for which he was nominated, "Best Group Jazz Performance."

(more)

CONFIDENTIAL AND THE FOLLOWING INFORMATION IS UNCLASSIFIED

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One of the nation's top recording artists will co-produce "Gangster" award-winning performance at "The National Academy of Recording Arts and Sciences Awards Show" and the nation's premiere music event will be broadcast in syndication.

There has been considerable speculation about the release of a new album which has received and earned the following praise from all give some hint as to the magnitude of the release.

1. THE KINGSTON TWO

... but it's bound to be one of the songs from their album.

... which includes such artists as "Gangster"

"the Boston Street" and "MIA" the album "Good"

... and the album "Good"

... is also a matter of speculation, but it is considered for

... by a "Good" and "Good" album.

2. JOHN JOHNS

... from "I Big Outlets" but which are still unknown. It

... any one of the 10 songs devoted to the "Good"

... "Good" album.

... is considered as it was the only one for which he

3. VAN CLIBURN recorded "Rachmaninoff's Piano Concerto No. 3," but he was nominated in two categories: "Best Solo Classical Performance" and "Best Album of the Year." Which was the award-winning category is still a guess.

4. JIMMY DRIFTWOOD cut several records this year, but only one was up for a "Grammy" award. His record "Battle of New Orleans" was named in three categories, "Best record," "Best Country Performance" and "Best Western Performance." (Do you know which one will win?).

5. ELLA FITZGERALD will sing a number still not revealed. For a hint: her recording of "But Not for Me" and her jazz album "Ella Swings Lightly" were both mentioned for awards in the categories of "Best Female Performance" and "Best Solo Jazz Performance."

6. SHELLEY BERMAN is a comedian and since he was only named for "Best Spoken Word Comedy Recording" it is evident he will do one of his routines from "Inside Shelley Berman."

7. DUKE ELLINGTON could easily do a medley from the album "Anatomy of a Murder," which was named for four different awards, "Best Dance Band Performance," "Best Musical Composition," "Best Sound Track Recording" and one for "Best Album Cover."

8. NAT KING COLE. Perhaps "Best Top" 40 artist or maybe the top performer in "Best Rhythm and Blues Recording," but it is almost certain he will re-create his hit recording of "Midnight Flyer."

9. BOBBY DARIN. He really did record several songs other than "Mack the Knife" but it is most certain that the number from "Three Penny Opera" will be the one Darin sings on the award show. The only surprise element in his appearance will be his winning category from the headings "Best New Artist," "Best Song," "Best Male Performance" or "Best Record."

(more)

3. VAN CILBURN received "International's" Grand Conductor

but he was nominated in two categories: "Best Solo Conductor" and "Best Alto of the Year." Which was the award-winning performance? It is still a guess.

4. JIMMY BARTWOOD and several vocalists this year, but only one was up for a "Song" award. His record "I'm a New Orleans"

and "Best Western Performance." (I am sure which one)

5. BILL TITCOMB will sing a number still not recorded.

6. What has recording of "But Not for Me" and her name alone. "Things I Didn't" were both mentioned for award in the category of "Female Performance" and "Best Solo Vocal Performance."

7. SHARLEY BENNETT is a comedian and since he was only up for "Best Spoken Word Comedy Recording" it is obvious he was one of his routines from "Inside Shelly Bennett."

8. DICK NICHOLSON could easily be a winner from the album of a "Jazz" which was named for four different records. "Best Jazz Performance," "Best Musical Composition," "Best Jazz Instrumental" and one for "Best Jazz Solo."

9. MAX LANG COLE. Perhaps "Best Top" is what he needs. Top performer in "Best Rhythm and Blues Recording" and he is certain he will re-secure his record of "I'm a New Orleans."

10. EDDIE BARK. He really has a record which is still "I'm a New Orleans" but it is not until this year. "Heavy Metal" will be his next record in the same field. His previous record in his appearance will be his winning the "Best New Artist" award. "I'm a New Orleans" on "Best Record."

4 - 'Grammy Awards' -- Credits

10. THE MORMON TABERNACLE CHOIR will sing a number from "The Beloved Choruses" album or "Battle Hymn of the Republic." The choir was nominated in the categories of "Best Vocal and Chorus" and "Best Classical Performance by an Opera Cast or Choir."

Meredith Willson will be host of the award performances ceremonies.

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NBC-New York, 11/24/59

STORYLINE FOR 'MIRACLE ON 34TH STREET'

(NOTE: "Miracle on 34th Street," one of the "Special Tonight," series colorcast Friday, Nov. 27 on the NBC-TV Network from 8:30 to 9:30 p.m. EST. It stars Ed Wynn, Peter Lind Hayes and Mary Healy. This storyline can be added to cast and credit data in the NBC Daily News Report dated 11/23/59.)

THE STORY

When a white-bearded man, rotund of build and jolly of countenance (Ed Wynn), shows up in Macy's department store in New York City (just at the moment when the store Santa Claus has been fired for intoxication), public relations executive Doris Walker (Mary Healy) hires him. This, despite the insistence of the store psychologist, Mr. Sawyer (Orson Bean) that the man be tested first. Insisting that his name is Kris Kringle, the new Santa is an unqualified success -- even with Doris' daughter Susan (Susan Gordon), a very sophisticated child. Lawyer Fred Gailey (Peter Lind Hayes), a suitor for the widowed Doris' hand, is distressed at Susan's lack of childlike belief in Kris Kringle and urges the old man to work his magic on the literal youngster. Discovered sending Macy's customers to Gimbel's and Stern's for toys not in stock at Macy's, Kris Kringle is fired summarily by J. Shellhammer (Loring Smith), Doris' boss. Mr. Macy (Hiram Sherman) -- pleased at the storm of public approbation at the innovation of "true Christmas spirit" in the retailing world, insists that Kringle be re-hired. Psychologist Sawyer insists upon testing Kris and so irritates him that he bangs the pompous Sawyer on the head with his Christmas cane. Kringle is hauled into court for a lunacy hearing because he continues to insist he IS Kris Kringle. He is defended by Fred Gailey, but it is little Susan who unwittingly provides Kris Kringle with "proof" of his identity. In turn, he grants her the true Christmas wishes of her heart which she had been unable to tell her mother.

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NBC-New York. 11/24/59

"Miracle on 34th Street," in the "Evening

Journal," carried colored copy, Nov. 21 at the NBC-TV

from 8:30 to 9:30 p.m. 1955. It seems to have been

and Mary Healy. This story line can be added to

the list in the 1955 Daily News report dated 11/21/55.

THE STORY

was a white-headed man, retired at last, and

he (Mr.) shows up in the apartment house in New York City

at the moment when the store Santa Claus has been

station), public relations executive Santa Claus (Mary Healy)

and Mrs. Healy. This, despite the insistence of the store

Mayor (Gordon Bean) that the man he feared was

is, Mrs. Healy's husband, the new Santa is an unidentified

and Mrs. Healy's husband (Susan Gordon), a very sophisticated

Mayor (Gordon Bean) (Robert Healy), a Santa for the

is that man, is identified as Santa's last of children

and Mrs. Healy and gives the aid to work his way

Mayor. He recovered Santa's Christmas tree and

is taken out in the car at Mrs. Healy's house

Mayor (Robert Healy), Gordon's son, (Susan Gordon)

placed at the store of public appearance in the

Mayor (Robert Healy) in the restaurant, Santa Claus

Mayor. He recovered Santa's Christmas tree and

Mayor (Robert Healy) in the restaurant, Santa Claus

Mayor (Robert Healy) in the restaurant, Santa Claus

Mayor (Robert Healy) in the restaurant, Santa Claus

Mayor (Robert Healy) in the restaurant, Santa Claus

Mayor (Robert Healy) in the restaurant, Santa Claus



TRADE NEWS

2 COPIES X-H

November 25, 1959

PROCTOR ELECTRIC, IN ITS FIRST VENTURE INTO NETWORK TELEVISION, WILL SPONSOR JERRY LEWIS IN AN NBC SPECIAL FULL-HOUR PROGRAM

Jerry Lewis will star in a special program on NBC-TV Friday, May 20, 1960 (8:30-9:30 p.m. NYT), to be sponsored by the Proctor Electric Company, marking the firm's first venture into network television, it was announced today by Richard J Linkroum, Director of Special Program Sales, NBC Television Network.

Proctor's sponsorship of the Jerry Lewis special, one of the largest advertising purchases in the firm's history, is part of the company's new 10-year advertising plan, William Y. E. Rambo, Advertising Manager of Proctor, stated.

The program will be used to promote Mary Proctor Toasters, steam and dry irons and Proctor's new fully adjustable ironing tables.

The purchase was made through Weiss & Geller Inc., advertising agency for Proctor Electric.

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NOTE TO EDITORS:

The NBC Daily News Report will not be issued Thanksgiving Day, Thursday, Nov. 26. The next mailing will be dated Friday, Nov. 27.

NBC COLOR TELEVISION NEWS



November 25, 1959

SONGSTRESS MARTI BARRIS, FIRST PERFORMER SIGNED BY NBC-TV NETWORK
UNDER NEW TALENT DISCOVERY AND DEVELOPMENT PROGRAM IS CAST
IN REGULAR SPOT ON 'HOWDY DOODY' SATURDAY COLORCASTS

Marti Barris, the young singing star who two months ago became the first performer to be signed by the NBC Television Network under its new Talent Discovery and Development program, has been signed to a regular spot on one of the network's weekly colorcast series, it was announced today by David Levy, NBC Vice President, Programs and Talent.

Miss Barris was selected by Roger Muir, producer of "The Howdy Doody Show," to appear regularly on the Saturday morning colorcast series after being auditioned by him in Hollywood earlier this month. The audition was arranged by David Tebet, Director of Talent Relations for NBC-TV, who is in charge of the expanded talent operation.

Marti, who thus becomes the first performer from the talent program to be assigned to a network show, will make her first appearance on "The Howdy Doody Show" Saturday, Dec. 26 (10-10:30 a.m. EST) -- the series' 12th anniversary program.

(more)

2 - Marti Barris

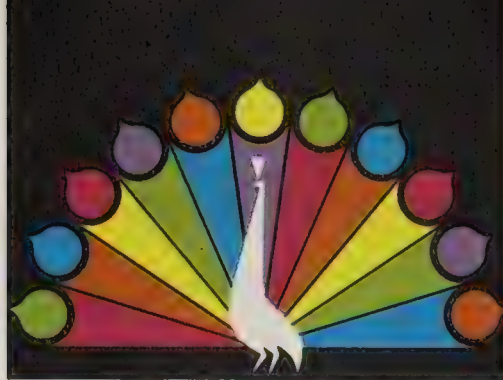
One of America's newest recording finds, the 21-year-old blonde singer is best known for her recent hit records, "Scottish Fling" and "You're My Thrill." She has previously appeared on TV with Bob Crosby, Art Linkletter and Lawrence Welk, and on the stage in Ken Murray's "Blackouts." She also has performed in some of the West's leading nightclubs.

A native of Los Angeles, she has completed two and one-half years at the University of Southern California, where she majored in music composition and dramatics. She is a member of Sigma Alpha Iota, a professional music sorority, and is one of the youngest members of A.S.C.A.P. Her parents, Harry Barris and Loyce Whiteman, were two of the nation's best-known recording stars during the 1930's.

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NBC-New York, 11/25/59

NBC COLOR TELEVISION NEWS



November 25, 1959

DEPARTMENT OF DEFENSE OFFICIAL COMMENDS DINAH SHORE
FOR FEATURING ASIAN CAST ON 'CHEVY SHOW' COLORCAST

Dinah Shore, whose NBC-TV Network "Dinah Shore Chevy Show" Sunday colorcasts have featured international performers this season, was commended by a U. S. Department of Defense official for introducing an all-Asian cast to American viewers on her recent "Pacific Festival" program (Oct. 25).

In a letter to Miss Shore, the official, Charles H. Shuff, Deputy Assistant Secretary wrote that he had the "pleasure of viewing your Chevrolet-sponsored television show" and was "deeply impressed." After complimenting Dinah on her personal performance, he continued: "Perhaps more important from my personal point of view was the introduction to American audiences of an all-Asian cast of performers, who did themselves and their countries proud..."

Mr. Shuff wrote that during his tenure in the Department as Manager of the Military Assistance Program, "we have attempted, by way of a good many public speeches, to make some portion of the American public aware of our need for foreign friends and allies, and find that this way of doing the job is completely inadequate. Mass media exposure of the variety that your show epitomized in such good taste is really

(more)

the only effective way of getting the idea across ...
I would like to sincerely congratulate you, your
sponsors, and technical associates for breaking the
ice..."

The letter of commendation concluded with
Mr. Shuff's thanks "for a job outstandingly done in the
interest of the mutual security of the United States and
world understanding. I can only hope that there will be
more of the same."

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NBC-New York, 11/25/59

NBC COLOR TELEVISION NEWS



November 25, 1959

'SUNDAY SHOWCASE'

LP DISK OF PAST BEST-SELLING HITS ISSUED IN CONJUNCTION
WITH THE 'GRAMMY' AWARDS COLORCAST OF SUNDAY, NOV. 29,
BY NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES

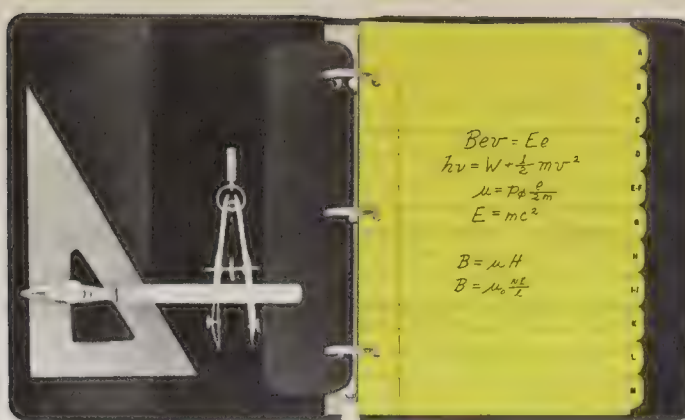
The National Academy of Recording Arts and Sciences which will present its "Grammy" Award presentation and performance show in the NBC-TV Network "Sunday Showcase" colorcast Nov. 29 (8-9 p.m. EST) has issued a 12-inch LP record of the best-selling hits of the past several years.

The record, which is being issued in conjunction with the colorcast, will be available for one dollar through jewelry stores under an arrangement with the Watchmakers of Switzerland, sponsors of the show.

The disk features such performances as Perry Como's "Catch a Falling Star," Doris Day's "Que Sera, Sera," the Chordettes' "Mr. Sandman," Nat King Cole's "Mona Lisa," Edd Byrnes' "Kookie Kookie (Lend Me Your Comb)," and others by Fats Domino, Julie London, Patti Page, Billy Vaughn and Debbie Reynolds.

This is believed to be the first time that the major record companies have collaborated to produce such a record with top artists.

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CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI.

November 25, 1959

JAPANESE STUDY ATOMIC AGE PHYSICS AT HOME--ON TV

NBC-TV Network's "Continental Classroom" Course Is Telecast
Throughout Japan Twice Daily--in English

The Japanese are now studying Atomic Age Physics at their home television screens by way of the NBC-TV Network's "Continental Classroom" -- and in English.

The two-semester college-level physics course, which launched "Continental Classroom" last season and is being repeated by NBC this season on film and kinescope, is being telecast twice daily throughout Japan over both the general and the educational networks of Nippon Hoso Kyokai.

Taiji Nagasama, director of TV and radio programming for NHK, is now visiting this country as a guest of the U. S. State Department. "We expect 'Continental Classroom' to work to increase the interest in physical sciences in Japan," he said. "We look forward with interest to the chemistry course now being telecast in the U. S."

The fact that English is the language of the physics lessons as given by Dr. Harvey E. White and his occasional guest lecturers, many of them Nobel Prize winners, is not thought to be a problem in Japan, because of the level of the audience that the program reaches. It is directed to teachers of science and to college and high school students. Seventy per cent of Japan's teachers and high school and college students speak English. (more)

2 - 'Continental Classroom'

NHK has prepared a special textbook of lesson synopses in Japanese for distribution to schools throughout the country. Enrollment figures are not yet available.

"Continental Classroom" was purchased by the NHK Broadcasting Cultural Institute through NBC International.

(Atomic Age Physics, telecast in the U. S. coast-to-coast Monday through Friday at 6 a.m. local time, is presented in cooperation with the American Association of Colleges for Teacher Education. Modern Chemistry, telecast coast-to-coast in color at 6:30 a.m. local time, is presented in cooperation with the A.A.C.T.E. and the American Chemical Society.)

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NBC-New York, 11/25/59

CAST AND CREDITS DATA FOR 'VERY IMPORTANT PEOPLE'
ON 'THE ART CARNEY SHOW,' NBC TELEVISION NETWORK
COLORCAST FRIDAY, DEC. 4 (8:30-9:30 P.M. EST)

FORMAT: Satirical revue.

STARS: Art Carney, Betty Garrett, Dick Van Dyke and
Gloria Vanderbilt

CAST: Shirley Ballard, David Doyle, Bill Pearson,
John Straub, Grover Dale, Diane Deering,
Ginger MacManus

PRODUCER: David Susskind for Talent Associates, in
association with the NBC-TV Network

DIRECTOR: Bert Shevelove

WRITERS: Larry Gelbart and Sheldon Keller

ASSOCIATE PRODUCER: Jose Vega

PRODUCTION SUPERVISOR: Renee Valente

MUSIC DIRECTOR: Glenn Osser

COSTUMES: John Boxer

SPONSOR: United Motors Service, General Motors
Corporation and the AC Spark Plug Division
of General Motors Corporation

ADVERTISING AGENCY: Campbell Ewald Company, for United Motors
Service and D. P. Brother & Company for
AC Spark Plugs Division

POINT OF ORIGINATION: Ziegfeld Theatre, New York City

NBC PRESS
REPRESENTATIVES: Betty Lanigan (New York); Jane Westover
(Hollywood)

SKETCHES AND SONGS

1. "Mr. Forsythe Retires" -- comedy sketch

Mr. Forsythe.....Art Carney

First Vice President..... Dick Van Dyke

(more)

2 - 'Very Important People' -- Credits

Second Vice President.....David Doyle
Third Vice President.....Bill Pearson
Fourth Vice President.....John Strand
Fifth Vice President.....Grover Dale
Sixth Vice President.....Sam Stewart
Secretary.....Shirley Ballard

2. "Woman of the World" --

song and dance production number by Betty Garrett.

3. "Pleasant for President" -- comedy sketch

Brad Pleasant.....Art Carney
Campaign Manager.....David Doyle
Pickle Prince.....Dick Van Dyke
Mrs. Pleasant.....Gloria Vanderbilt
Capital.....Bill Pearson
Labor.....Jan Gunnar
Gubernatorial Candidate.....John Straub
Bellhop.....Grover Dale
Mother with child.....Shirley Ballard
Dowager.....Diane Deering
Little girl.....Ginger MacManus

4. "What's Your Business" -- comedy sketch

John.....Art Carney
Darlene.....Betty Garrett
Stone.....Dick Van Dyke
Doris.....Gloria Vanderbilt
Barnett.....David Doyle
Guest panelist.....Bill Pearson

(more)

3 - 'Very Important People -- Credits

5. "The Frankly Inside Show" -- musical number

6. "The Big Blowout" -- comedy sketch

Crash Helmet.....Art Carney

Dora Lane.....Betty Garrett

Jose Bodegas.....Dick Van Dyke

Laura Lee.....Gloria Vanderbilt

First Dancer.....John Straub

Second Dancer.....Grover Dale

Katherine Arthur.....Sam Stewart

Murray Arthur.....Jan Gunnar

7. "Money Cantata" -- musical production number. Finale by whole
cast.

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NBC-New York, 11/25/59

CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST
OF 'MY THREE ANGELS' ON NBC-TV NETWORK
TUESDAY, DEC. 8 (9-10:30 P.M. EST)

STARRING: Walter Slezak

SPECIAL GUEST STAR: Barry Sullivan

FEATURED PLAYERS: George Grizzard, Carmen Mathews, Will Kuluva, Diana Millay, Henry Daniell, Peter Donat, Ruth Hammond and Byron Sanders.

A TELEVISION PRESENTATION OF: Hubbell Robinson Productions, Inc.

EXECUTIVE PRODUCER: Hubbell Robinson

ADAPTED FOR TELEVISION BY: Sam and Bella Spewack from their 1953 Broadway hit of the same name.

FROM THE ORIGINAL PLAY: "La Cuisine des Anges" by Albert Husson

PRODUCED BY: Bretaigne Windust

DIRECTED BY: Bretaigne Windust and Gordon Rigsby

MUSIC COMPOSED AND CONDUCTED BY: Sol Kaplan

ASSISTANT TO THE PRODUCER: Rita Broder

UNIT MANAGER: Bruce Bassett

SET DESIGNER: Warren Clymer

COSTUMES BY: Hazel Roy

ASSOCIATE DIRECTOR: Jim Marooney

TECHNICAL DIRECTOR: Walter Miller

LIGHTING DIRECTOR: Bob Davis

AUDIO: Mahlon Fox

STAGE MANAGERS: Chuck Stamps and Sam Kirshman

PRODUCTION ASSISTANTS: Dick Rosenbloom and Nancy Hofflin

* * *
(more)

SPONSOR: The Ford Motor Company
AGENCY: J. Walter Thompson Company
ORIGINATION: NBC Color Studios, Brooklyn, N. Y.
NBC PRESS
REPRESENTATIVES: Charlie Gregg (New York); Bill Fague
(Hollywood)

* * *

THE CAST

Walter Slezak as Joseph, Convict No. 3011
Barry Sullivan as Jules, Convict No. 6817
George Grizzard as Alfred, Convict No. 4707
Carmen Mathews as Emilie Ducotel
Will Kuluva as Felix Ducotel
Diana Millay as Marie Louise Ducotel
Henry Daniell as Henri Trochard
Peter Donat as Paul
Ruth Hammond as Madame Parole
Byron Sanders as the Lieutenant

(EDITORS NOTE -- Walter Slezak, Carmen Mathews, Will Kuluva and Henry Daniell also starred -- in the same roles they portrayed on "Startime"-- in the 1953 version of "My Three Angels" on Broadway.)

* * *

THE STORY

In the Devil's Island penal colony at Cayenne, French Guiana, at the turn of the century, the kindly Felix Ducotel (Will Kuluva) operates a decidedly unprosperous shop with his patient wife, Emilie

(more)

3 - 'My Three Angels' -- Credits

(Carmen Mathews) and their beautiful, impressionable daughter, Marie Louise (Diana Millay). Felix's shop is owned by a cruel Paris businessman, Henri Trochard (Henry Daniell), and Marie Louise is in love with Trochard's nephew, Paul (Peter Donat). On Christmas Eve, three convict laborers -- Joseph (Walter Slezak), Jules (Barry Sullivan) and Alfred (George Grizzard) -- arrive at the Ducotel shop to fix a leaky roof and decide to "adopt" the family which has invited them to share their meager Christmas dinner. Joseph is serving a 30-year term for embezzlement, and Jules and Alfred are convicted murderers serving life sentences. The Ducotels learn that Trochard and Paul have arrived in Cayenne and that Paul is engaged to a wealthy girl in France. The convicts subsequently prevent a suicide attempt by Marie Louise, steal a chicken and a Christmas tree for the family feast, and take over operation of the shop with amazing results. When Trochard and Paul arrive, the "three angels" rekindle the romance between the latter and Marie Louise -- but learn that Trochard plans to dismiss the Ducotels and leave them penniless and stranded. With the help of a "friendly but very poisonous" snake, Adolphe, the convicts do away with Trochard "in the interest of humanity." Joseph forges a last will and testament leaving Trochard's fortune to Paul and stipulating that Paul make amends to the Ducotels. But Paul renounces the will and determines to further his uncle's plans to evict the Ducotels and break off the romance with Marie Louise. With Adolphe's help, the "angels" plan another accident.

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NBC-New York, 11/25/59

CORRECTION, PLEASE

Credits for the "Ford Startime" musical presentation of "Merman on Broadway," colorcast Tuesday, Nov. 24 (9:30-10:30 p.m. EST) over the NBC-TV Network to nationwide critical acclaim, should be corrected to include Peggy Daniels as associate director; Charles Rosen as set designer, and Ronnie Avedon as production supervisor.

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NBC-New York, 11/25/59

2 COPIES X-H NBC TELEVISION NETWORK NEWS

November 27, 1959

'JOURNEY TO UNDERSTANDING--VOLUME II'

PRESIDENT EISENHOWER'S DEPARTURE FOR ROME THURSDAY, DEC. 3,
WILL START NBC NEWS' SPECIAL TELECASTS ON HIS OVERSEAS TOUR

President Eisenhower's departure for Rome on the
first leg of his trip abroad will be presented by NBC News
in the first program of its series of specials titled
"Journey to Understanding -- Volume II" Thursday, Dec. 3,
on the NBC-TV Network (11:15-11:30 p.m. EST).

The President's departure, scheduled for 10:30 p.m.
EST, will be recorded on video tape. NBC News correspondent
Martin Agronsky will report from the scene at the airport.
Correspondent Frank McGee will do the commentary from the
"Journey to Understanding" studio in New York.

The program will pre-empt the first 15 minutes of
the "Jack Paar Show."

SAMUEL CHOTZINOFF TO JOIN DISCUSSION OF 'MUSIC FOR TELEVISION'
AT FORUM OF ACADEMY OF TV ARTS AND SCIENCES

Samuel Chotzinoff, producer of the NBC Opera Company, will be a member of the panel of music notables who will take part in the Academy of Television Arts and Sciences Forum in New York on Nov. 30. (Not a broadcast)

The forum, which will be on the subject of "Music for Television," will be held in NBC's Studio 6A in the RCA Building at 7:30 p.m. Songstress and storyteller Kay Thompson will be hostess.

Other members of the panel will be Max Liebman, TV producer, and Richard Rodgers, composer, discussing musical specials; Hank Sylvern, dealing with the area of commercials; Eddy Manson, background music; Roger Englander, a "Bell Telephone Hour" producer, orchestral music, and Cy Coleman, jazz specialist, will trace the accomplishments in TV of their respective musical areas.

Instrumental demonstrations and kinescopes will be employed to show advantages of using music creatively in television.

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NBC-New York, 11/27/59

MISS MARION STEPHENSON IS APPOINTED DIRECTOR
OF BUSINESS AFFAIRS FOR NBC RADIO NETWORK

Miss Marion Stephenson has been appointed Director of Business Affairs for the NBC Radio Network, it was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

Miss Stephenson came to NBC in 1944 as a budget clerk in the advertising and promotion department. After serving in the NBC Radio Network controller's department, she became budget manager of the network in 1954. Two years later she was named senior operations analyst in the staff budget financial evaluation department. Before coming to NBC, Miss Stephenson was on the accounting staff of Standard Oil Company of New Jersey.

She was graduated from Antioch College in 1943 and earned a master's degree in 1948 from New York University School of Business, where she received the Marcus-Nadler Award for excellence in finance. She lives in Mount Vernon, N. Y.

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NBC-New York, 11/27/59

NBC'S RAYMOND F. GUY ELECTED PRESIDENT OF DE FOREST PIONEERS

Raymond F. Guy, Senior Staff Engineer of the National Broadcasting Company, has been elected President of the De Forest Pioneers, a society consisting of former associates of Dr. Lee De Forest, the distinguished scientist and inventor.

Mr. Guy is a pioneer in radio, television and short wave broadcasting. He was a combined announcer and engineer and a well known air personality in the earliest days of broadcasting in the New York area. For nearly 30 years he was responsible for planning and construction of all NBC transmitting facilities, which included a leading part in the creation of the pioneering Empire State Building TV tower which is shared by all New York stations.

Mr. Guy is a Fellow and Past President of the Institute of Radio Engineers (with 75,000 members), a Fellow of the American Institute of Electrical Engineers, a Past President of the Broadcast Pioneers, newly elected President of the De Forest Pioneers and First Vice President of the Veteran Wireless Operators Association, an organization of prominent industry veterans of the very early days of wireless. He is Chairman of the Engineering Committee of the Voice of America, for many years was Chairman of the Engineering Committee of the Television Broadcasting Association and the Engineering Advisory Committee of the National Association of Broadcasters, and is active in many other organizations, several of which have honored him with medals of achievement and special citations. He lives in Haworth, N. J.

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Raymond E. Day, President of the National

Reading Company, has been elected President of the National

Association, a society consisting of persons interested in the

history of the United States and its literature.

Mr. Day is a pioneer in radio, television and all of these

things. He was a radio announcer and engineer for a long

time. His participation in the early days of radio is well

known. For nearly 30 years he has been a member of the

National Association of Broadcasters, since its

formation. He is the author of the book "The History of

Radio in America" which is now a standard work.

Mr. Day is a writer and has written a number of books on

radio and television. He is also a member of the National

Association of Broadcasters. A book "The History of the

Radio and Television Industry in the United States" was

published by the National Association of Broadcasters.

Mr. Day is a member of the National Association of

Engineers. He is also a member of the National

Association of Broadcasters. He has been a member of the

National Association of Broadcasters since its

formation. He is also a member of the National

Association of Broadcasters. He has been a member of the

National Association of Broadcasters since its

formation. He is also a member of the



November 27, 1959

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of Dec. 6 - 12 (All Times EST)

Sunday, Dec. 6

2 p.m. - to conclusion -- NBC-NBA professional basketball game between St. Louis Hawks and Cincinnati Royals.

6-7 p.m. -- "The Bell System Science Series" presents "Gateways to the Mind," the story of the human senses. (repeat)

8-9 p.m. -- "Sunday Showcase" presents "Give My Regards to Broadway," starring Jimmy Durante with guest stars Ray Bolger, Jane Powell, Jimmie Rodgers and Eddie Hodges.

9-10 p.m. -- "The Dinah Shore Chevy Show," with Dinah's guests Mahalia Jackson, Alfred Apaka, Mary Costa and Carl Reiner.

Monday through Friday, Dec. 7-11

6:30-7 a.m. -- "Continental Classroom" - Dr. John F. Baxter is teacher.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

Monday, Dec. 7

9:30-11 p.m. -- "The Philadelphia Story," a presentation in the "Special Tonight" series, starring Mary Astor, Diana Lynn, Gig Young, Christopher Plummer, Ruth Roman and Don DeFore.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Dec. 8

9-10:30 p.m. -- "Ford Startime" presents "My Three Angels," starring Walter Slezak. Barry Sullivan is special guest star. Others in the cast are Henry Daniell, Peter Donat, George Grizzard, Ruth Hammond, Will Kuluva, Carmen Matthews and Diana Millay.

Wednesday, Dec. 9

7:30-8:30 p.m. -- "Once Upon a Christmas," a fantasy by Paul Gallico, starring Claude Rains and Charles Ruggles. Featured are Patty Duke, Margaret Hamilton, skating star Ronnie Robertson, Longines Symphonette and Wittnauer Choraleers. Kate Smith is special guest star.

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guest list tonight includes Tommy Sands and Sandra Church.

Thursday, Dec. 10

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Tonight's guest is Liberace.

Saturday, Dec. 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Sisters."

* * *

CORRECTION PLEASE:

Please make the following changes in the NBC-TV Network Colorcast Schedule for December:

(more)

3 - NBC-TV Network Colorcast Schedule

Sunday, Dec. 13

9-10 p.m. -- Kill: "The Dinah Shore Chevy Show"

Add: "The Chevy Show" presents "State Fair USA,"
starring Roy Rogers and Dale Evans, Jimmy Dean,
Molly Bee and Fran Allison.

Sunday, Dec. 27

9-10 p.m. -- Kill: "The Chevy Show"

Add: "The Dinah Shore Chevy Show"

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NBC-New York, 11/27/59

ADDED CREDIT DATA FOR 'VERY IMPORTANT PEOPLE' ON 'ART CARNEY SHOW'

In the listing of comedy sketches for "Very Important People" on "The Art Carney Show" Friday, Dec. 4 (NBC-TV Network color-cast, 8:30-9:30 p.m. EST) Item No. 5 ("The Frankly Inside Show") should be correctly listed as "The Franklie Inside Show," a comedy and music sketch by Duke Hazlet and Dick Van Dyke. Hazlet, a comedian who is appearing currently at the New York nightclub, the Round Table, specializes in comic impressions of Frank Sinatra. It will be this impression around which the sketch is built, with Van Dyke playing a casual and somewhat bibulous pal of the singer. (Credits for "Very Important People" were mailed 11/25/59.)

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CHICAGO CABBIE IS FIRST WINNER IN 'T OR C' LUCKY NUMBER CONTEST

Chicago cab driver Robert McDonald was still half asleep when he answered a telephone call that interrupted a nap this week, but was wide awake after talking to "Truth or Consequences" emcee Bob Barker for four minutes. Barker, calling from NBC's Hollywood Studios, informed the cabbie he had just become the first winner of the show's lucky number contest, winning prizes that included a new sports car, major kitchen appliances and a carpet.

McDonald was the first contestant, since the contest began three weeks ago, to select the correct series of numbers supplied by Barker to spell "L-U-C-K-Y." His name was selected at random from the thousands of cards mailed to "Truth or Consequences," NBC, Burbank, Calif.

("Truth or Consequences" is presented on the NBC-TV Network, Mondays through Fridays, 11-11:30 a.m. EST.)

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NBC-New York, 11/27/59

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

November 30, 1959

JAMES A. STABILE IS APPOINTED VICE PRESIDENT IN CHARGE
OF STANDARDS AND PRACTICES FOR NBC

The appointment of James A. Stabile as Vice President in charge of Standards and Practices for the National Broadcasting Company was announced today by Robert E. Kintner, NBC President. Mr. Stabile, an NBC Vice President, has had more than 20 years of experience in top positions with two networks and organizations in related fields.

The new Department which Mr. Stabile heads will formalize and develop the activities NBC has been conducting through a special unit established some time ago to eliminate questionable practices in its programming and advertising. The existence of that unit was disclosed by Mr. Kintner on November 5, when he announced that as one of its tasks, it was surveying all quiz, contest, and panel programs, and reviewing other program practices.

The organization of the Department of Standards and Practices under Mr. Stabile will include three elements:

Policy review of program and advertising presentations and the development of standards in these fields to reflect NBC policy;

Fact-finding analysis of all practices followed in connection with television and radio programs presented over NBC facilities;

(more)

NBC's long-established Continuity Acceptance Department, which administers existing provisions relating to good taste and propriety in program material and commercials.

In announcing Mr. Stabile's new position, Mr. Kintner said:

"The Department of Standards and Practices formalizes and carries forward the work previously conducted by a unit and other personnel under NBC's General Attorney, Thomas E. Ervin. In addition, the new Department will centralize and systematize affirmative steps to carry out NBC's responsibility for what is presented over its facilities.

"Although we had been searching outside the company for an administrator to head this new Department, as we studied the matter more deeply, we recognized that the broad scope of the task required a responsible executive of seasoned background in all phases of broadcasting. In Mr. Stabile, we have such an executive who has the combination of qualifications, gained through legal, operating, and creative experience with two networks, which fit him ideally for his responsibility. He will report to David C. Adams, our Senior Executive Vice President, and will have direct and continuing access to NBC management."

Mr. Stabile joined NBC in February, 1957 as Manager, Talent Negotiations, after resigning as Vice President and General Counsel for the American Broadcasting Company. He was promoted to the post of Director, Talent and Program Contract Administration for NBC, October 14, 1957, and to a vice presidency on February 6, 1959.

Mr. Stabile joined ABC in December, 1951, as an attorney. A year later he became administrative Manager of the Television

(more)

3 - James A. Stabile

Network Program Department and in March, 1954, was named Director of Business Affairs for Radio and Television. He was elected Vice President in charge of Business Affairs in January, 1956, and was appointed ABC General Counsel and Assistant Secretary of ABC Paramount Theatres, Inc., the following May.

Before joining ABC he was an attorney with the William Morris Agency and, from 1946 to 1950, was an administrative assistant for the Authors League of America. He left private law practice in 1942 to serve with the U. S. Army World War II.

Mr. Stabile was born in Newark, N. J., September 5, 1913, and was graduated from St. John's University Law School, Brooklyn, N. Y. in 1936 with an LL. B. Degree. He and his wife live in Douglaston, Long Island, N. Y. with their three young sons.

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NBC-New York, 11/30/59

November 30, 1959

'A STATEMENT ON TELEVISION'

- - -

NBC Affirms Five Basic Principles of Broadcasting

NBC stated its affirmation of five basic principles of broadcasting in a newspaper advertisement Sunday, Nov. 29 and Monday, Nov. 30.

Titled "A Statement on Television," the advertisement is signed by NBC Board Chairman Robert W. Sarnoff and President Robert E. Kintner.

The principles affirmed by NBC are as follows:

1. NBC assumes complete responsibility to the public for what appears on the NBC Television Network.
2. NBC will present quiz and other audience participation shows for the millions of viewers who enjoy them -- and who have a right to expect that we can and will safeguard the integrity of all our programs.
3. From all possible creative sources, within our own ranks and outside, NBC seeks constantly to satisfy the widest possible range of program tastes and interests -- be it by Western or ballet, panel show or opera, original drama or news special, football or physics, religion or comedy. We present adventure shows -- and shows that are adventures in concept, substance and form.

(more)

A STATEMENT ON TELEVISION

WHO ALIENS HAVE Basic Principles of Broadcasting

NBC stated its affirmation of three basic principles of broadcasting: a newspaper advertisement Sunday, Nov. 2) and Monday, Nov. 3). The "A Statement on Television," the advertisement is NBC Board Chairman Robert W. Garner and President Robert H.

The principles affirmed of NBC are as follows:

1. NBC assumes complete responsibility to the public for what appears on the NBC Television Network.
2. NBC will present only the most excellent material - position there for the millions of viewers who enjoy them - and have a right to expect that we can and will select the integrity of all our programs.
3. When all possible creative resources, within our own and outside, NBC seeks constantly to satisfy the widest public range of program tastes and interests -- be it by drama or fiction, news or sports, original drama or comedy, musical or physical, religious or comedy. We want television shows -- and show that are abundant in depth, substance and beauty.

4. As the broadest of mass media, and one committed by law and its own well-being to serve the public interest, we have an obligation to provide the entertainment and relaxation for which millions of Americans bought their TV sets. We also have an obligation to inform, enlighten and inspire.

5. Just as NBC pioneered radio networking and black-and-white television, we propose to keep blazing the trail for color television which adds new dimensions of beauty, meaning and impact to our medium.

Also in the advertisement, NBC notes that the shadow cast "by a few men who poisoned a few defunct programs in a single narrow segment of programming" has "blackened out some remarkable achievements." These have included "the television debuts of Laurence Olivier, Ingrid Bergman, Alec Guinness; the massive array of special programs from Astaire and Hope, to Shaw and Ibsen, to 'Life in the Thirties' and Beethoven's 'Fidelio'; the alert, thorough coverage of Nikita Khrushchev's U. S. visit that brought living history into the home."

"NBC is the first network to have set up a permanent organization within its ranks devoted to the planning and execution of whatever new measures are needed to assure the highest ethical standards throughout our operations. We will crack down on improper practices wherever they may appear, in programming or advertising."

The advertisement concludes:

"We have confidence that the American people can distinguish between the sins of a handful of men and the solid accomplishment of an industry that does its daily job under the closest public scrutiny in history."

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November 30, 1959

IMPORTANCE OF NAB'S TV CODE AS "TANGIBLE INSTRUMENT FOR INDUSTRY
SELF-REGULATION" IS STRESSED BY NBC'S DAVID C. ADAMS
IN MESSAGE TO ALL NBC-TV AFFILIATES

The importance of the Television Code of the National Association of Broadcasters as "a tangible instrument for industry self-regulation" was stressed today by David C. Adams, NBC Senior Executive Vice President, in a special message to all NBC Television affiliates. To make this instrument most effective, he urged, "all television broadcasters should subscribe to the Code, and all should comply faithfully with its standards and spirit."

Pointing out that members of the Federal Communications Commission and Congressional leaders have "repeatedly stressed the importance of total and effective self-regulation as the only substitute for increasing Government regulation," Mr. Adams called for all-out support of the NAB's "set of standards developed by broadcasters themselves for their own self-government."

"The very heart" of the Code concept of self-regulation, Mr. Adams said, "is the sense of obligation of the broadcaster to provide a responsible service to the audience in terms of balanced, diversified programming; and also in terms of eliminating from his service anything which would violate standards of good taste and integrity in programming and advertising."

"The NAB Television Code is the industry's own accepted statement of these standards, and as such represents a tangible

(more)

NBC TELEVISION NETWORK NEWS

November 30, 1959

'SUNDAY SHOWCASE'

FILM WORLD NOTABLES TO APPEAR IN "HEDDA HOPPER'S HOLLYWOOD,"

SUNDAY, JAN. 10, "REXALL TV SPECIAL" PRESENTATION

- - -

Theme of Program Will Be Past, Present and Future of Movie

Capital as Seen Through Eyes of the Noted Columnist

The past, the present and the future of Hollywood, seen through the eyes of movie columnist Hedda Hopper, will be the theme of "Hedda Hopper's Hollywood," the Sunday, Jan. 10, 1960, "Rexall TV Special" on the NBC-TV Network (8-9 p.m. EST, in black and white only). Gary Cooper, Lucille Ball, Ramon Novarro, Francis X. Bushman, Charlton Heston and Stephen Boyd will be among the motion picture notables assembled to assist Miss Hopper in telling about her 30 years in the movie capital. Many other stars will appear on the full-hour special, their names to be announced later.

Sumner Locke Elliott will write and William Corrigan will direct "Hedda Hopper's Hollywood," which will be taped in Hollywood between Christmas and New Year's at the Sunset Studios of Paramount Pictures. The program will deal with some of the interesting people and events connected with the rise of the movie industry, but it will not be a travelogue or a series of interviews. Portions of the program will be made up of scenes illustrating Miss Hopper's anecdotes. These scenes will be written and will be played by the guest stars. No film clips will be used.

"Hedda Hopper's Hollywood" will be produced by Talent Associates in Hollywood.



TRADE NEWS

November 30, 1959

CHRYSLER WILL SPONSOR 'THE TV GUIDE AWARDS SHOW' FRIDAY, MARCH 25,
ON THE NBC-TV NETWORK; TOP STARS TO PERFORM IN SPECIAL HOUR
THAT WILL SPOTLIGHT RESULTS OF MAGAZINE'S NATIONWIDE POLL

"The TV Guide Awards Show" -- featuring entertainment by top performers, and spotlighting the results of a nationwide television popularity poll -- will be presented on the NBC-TV Network Friday, March 25, 1960 (8:30-9:30 p.m. EST). The special telecast will be sponsored by the Chrysler Division of the Chrysler Corporation and will be produced by Bud Yorkin. The Young & Rubicam. Inc. agency represents the sponsor.

Nominations for the awards will be made by readers of the magazine via a ballot carried in the Feb. 6 issue. Top nominees will be listed in TV Guide of March 12, and readers will make their final selections on a ballot in that issue. Awards will be made only to performers and programs. Although final determination of categories is not yet completed, TV Guide anticipates less than a dozen classifications.

Counting of the ballots and tabulation of the results will be handled by an independent organization. First announcement of the awards will be made during the telecast.

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November 30, 1959

NBC-TV AND RADIO NETWORKS TO CARRY EISENHOWER'S ADDRESS
BEFORE HIS DEPARTURE ON GOOD WILL TOUR

President Eisenhower will speak about his forthcoming good will tour of 11 nations in a pre-departure address to be broadcast from the White House by the NBC Television and Radio Networks Thursday, Dec. 3, from 7:15 to 7:30 p.m. EST.

The President will leave, soon after the address, on a 22,000-mile journey to Europe, Asia and Africa.

Report One of "Journey to Understanding -- Volume II," previously announced for 11:15-11:30 p.m. EST, Thursday, Dec. 3 on the NBC-TV Network, has been canceled due to the President's revised departure time of 8 p.m. EST. Other programs in the series have been renumbered so that the program on Monday, Dec. 7 (8-8:30 p.m. EST), originally designated as Report Two, now becomes Report One.

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NBC TELEVISION NETWORK NEWS

November 30, 1959

MORE THAN 120 NBC NEWS STAFF MEMBERS ASSIGNED OVERSEAS TO COVER PRESIDENT EISENHOWER'S TOUR

More than 120 staff members of NBC News have been assigned overseas to cover President Eisenhower's tour for 11 programs, including eight prime-time specials, on the NBC-TV Network.

William R. McAndrew, Vice President, NBC News, said that the massive coverage of the Presidential mission will constitute the largest overseas operation in U. S. television since the coronation of Queen Elizabeth II in 1953.

NBC News will speed coverage from the scene to the TV screen by a number of methods that were unavailable at the time of the coronation six years ago. These include:

-- Trans-Atlantic wire film, which is used exclusively by NBC among U. S. networks. On an average of once a day during the tour, wire film of late developments will be sent from London to the U. S. on the trans-Atlantic telephone cable.

-- Wide use of video tape along the route will give the coverage the quality of live TV. A mobile video tape unit will be set up in Paris to cover the President's visit and the Western summit meeting.

-- Lines of the Eurovision TV network will be leased for transmission of live coverage from Paris and Rome.

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Live pictures will be sent to London where they will be recorded on tape to be flown to the U. S. or on kinescope to be sent by wire film.

-- Jet flights will rush both tape and film from the President's stopover points to New York. Charter planes and helicopters will be used for shorter flights, including hops between origination points and major airports.

-- A special mobile studio will be set up at Idlewild Airport to cut the time factor further. The studio, staffed with technical and editorial personnel, will receive film and tape from jet flights and put it directly on the network, thus saving the trip to the NBC studios in midtown Manhattan.

The combination of these methods will permit NBC News to telecast most events on the same day they take place abroad. In some cases, in fact, late developments can be transmitted across the Atlantic by wire film within as little as three hours of the event, thus beating the six-hour time difference between Europe and New York.

NBC News already has three camera crews at work along the President's route. A crew headed by correspondent John Chancellor has completed an assignment in Afghanistan. Another under Welles Hangen is filming in India and a third under Irving R. Levine has covered the entire route of the tour for NBC-TV's "Today" program.

Don Meaney, National TV News Editor, is traveling the full length of the route to set up facilities. London has been designated as a "logistic" center, where a special NBC News staff will receive and dispatch coverage from the tour to New York. Paris will be an editorial center, where an NBC News desk will assign correspondents, cameramen and technicians for each phase of the trip.

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Over-all direction of the coverage will be from New York.

The programs will be produced by Chet Hagan, Reuven Frank and Elmer W. Lower, under supervision of Julian Goodman, Director of News and Public Affairs.

The coverage will start with Report One of "Journey to Understanding -- Volume II" Monday, Dec. 7 (8-8:30 p.m. EST). There will be seven more "Journey to Understanding" programs, concluding with "Projection '60" Sunday, Dec. 27 (8-9 p.m. EST). In addition, "Time: Present--Chet Huntley Reporting" (5:30-6 p.m. EST) will be devoted to the trip on Sunday, Dec. 6 and Sunday, Dec. 20.

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NBC-New York, 11/30/59

... will be from the ...
... will be produced by ...
... supervision of ...

The coverage will start with reports of "Journey to ...
... Volga II" ... 7 (8-8:30 a.m. EST). There
... "Journey to Understanding" ...
... "Journey to Understanding" ...
... "Journey to Understanding" ...
... to the trip on Sunday, Dec. 6 and Sunday, Dec. 8.

...

...

NBC COLOR TELEVISION NEWS



November 30, 1959

Attention, Sports Editors

NBC'S 1959 ALL-AMERICA ELEVEN AND "COACH OF THE YEAR"
SELECTIONS TO BE ANNOUNCED AFTER SYRACUSE-UCLA GAME

NBC's 1959 All-America football eleven and "Coach of the Year" selections will be announced Saturday, Dec. 5 following the Syracuse-UCLA football game colorcast on the NBC-TV Network (starting at 3:45 p.m. EST).

The end-of-the-season honors will be announced by Lindsey Nelson and Red Grange, the commentators for NBC-TV's national and regional gridcasts this Fall. Other NBC sportscasters on the panel making the selections are Mel Allen, Curt Gowdy, Chick Hearn, Braven Dyer and Jim Simpson.

They will base their selections partly on their own observations in covering the 1959 grid scene. Photos of the honored players and coach will be shown.

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November 30, 1959

'SUNDAY SHOWCASE'

'GRAMMY' AWARDS WINNERS ANNOUNCED ON FULL-HOUR COLORCAST
OF NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES SHOW

Duke Ellington took top honors last night (Sunday, Nov. 29) when he received three "Grammy" awards (for his recording of "Anatomy of a Murder") on the "National Academy of Recording Arts and Sciences Awards Show" which was colorcast on the NBC-TV Network's "Sunday Showcase" (8-9 p.m. EST).

Frank Sinatra, Ella Fitzgerald, Artur Rubinstein and Bobby Darin each won awards in two categories for their recordings.

A total of 37 awards of the record industry's highest honors was presented on the colorcast. Shelley Berman, Nat "King" Cole, Bobby Darin, Jimmy Driftwood, Ellington, Miss Fitzgerald, Jonah Jones, the Kingston Trio and the Mormon Tabernacle Choir also re-created their winning performances on the full-hour show.

Triple honors went to Ellington and his album, "Anatomy of a Murder," for "Best Performance by a Jazz Band," "Best Musical Composition" (Ellington wrote the score), and "Best Background Score from a Motion Picture or Television."

Sinatra took awards with "Come Dance with Me" which was cited as "Best Album of the Year" and "Best Male Vocal Performance."

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Darin's "Mack the Knife" was named as "Best Record of the Year" while the young vocalist was named "Best New Artist of the Year."

Miss Fitzgerald led all female recording artists. Her single recording of "But Not for Me" was honored as "Best Female Vocal Performance" and her album of "Ella Swings Lightly" won as "Best Solo Jazz Performance."

Pianist Rubinstein won awards with his album "Beethoven Sonatas No. 21 in C, Op. 53 ("Waldstein") and No. 18 in E Flat, Op. 31, No. 3." The recording was cited as "Best Chamber Music," performance and "Best Classical Performance" by an Instrumental Soloist with Full Orchestral Accompaniment."

Because of a tie in the balloting conducted among the Academy members, two awards were given for "Best Broadway Show Album." The honors were shared by "Gypsy" and "Redhead."

The additional NARAS "Grammy" awards follow:

Best Song of the Year -- "The Battle of New Orleans," Jimmy Driftwood.

Best Performance by an Orchestra -- "Like Young," David Rose and his orchestra with Andre Previn.

Best Performance by a Chorus -- "Battle Hymn of the Republic," Mormon Tabernacle Choir.

Best Jazz Performance by an Orchestra -- "I Dig Chicks," Jonah Jones and quartet.

Best Classical Performance by an Orchestra -- "Debussy: Images for Orchestra," Boston Symphony Orchestra (Charles Munch, conductor).

Best Classical Performance, Concerto or Instrumental Soloist (with Full Orchestral Accompaniment) -- "Rachmaninoff Piano Concerto No. 3," Van Cliburn, pianist; Kiril Kondrashin conducting the Symphony of the Air.

Best Classical Performance by a Vocal Soloist -- "Jussi Bjoerling in Opera," Jussi Bjoerling.

Best Classical Performance by Opera Cast or Choir -- "Mozart: Marriage of Figaro," Vienna State Opera Chorus.

Best Sound Track Album by Original Cast (Motion Picture or Television) -- "Porgy and Bess."

Best Comedy Performanc, Spoken Word -- "Inside Shelley Berman," Shelley Berman.

Best Comedy Performance, Musical -- "The Battle of Kookamonga," Homer and Jethro.

Best Performance, documentary or Spoken Word (other than comedy) -- "A Lincoln Portrait," Carl Sandburg.

Best Performance by "Top 40" Artist -- "Midnight Flyer," Nat King Cole.

Best Rhythm and Blues Performance -- "What a Diff'rence a Day Makes," Dinah Washington.

Best Folk Performance -- "The Kingston Trio at Large," the Kingston Trio.

Best Recording for Children -- "Peter and the Wolf," Peter Ustinov, narrator.

Best Arrangement -- "Come Dance with Me," Billy May, arranger.

Best Album Cover -- "Shostakovich Symphony No. 5," Robert Jones, art director.

Best Engineering Contribution, novelty recording -- "Alvin's Harmonica," Ted Keep, engineer.

Best Engineering Contribution, classical -- "Victory at Sea, Vol I" (Robert Russell Bennett, conductor, and the RCA Victor Orchestra); Lewis W. Layton, engineer.

Best Engineering Contribution, other than classical or novelty -- "Belafonte at Carnegie Hall," Robert Simpson, engineer.

NBC COLOR TELEVISION NEWS



November 30, 1959

CAST AND CREDITS FOR 'THE PHILADELPHIA STORY' ON 'SPECIAL TONIGHT'

- - -

NBC-TV Network Colorcast Monday, Dec. 7 (9:30-11 p.m. EST)

PROGRAM: Philip Barry's "The Philadelphia Story" on
"Special Tonight"

TIME: NBC-TV Network colorcast, Monday, Dec. 7,
9:30-11 p.m. EST.

PRODUCED BY: David Susskind for Talent Associates, in
association with the NBC-TV Network.

ADAPTED FOR
TELEVISION BY: Jacqueline Babbin and Audrey Gellen

DIRECTED BY: Fielder Cook

ASSOCIATE PRODUCER: Jacqueline Babbin

COSTUMES: Julia Sze

HAIRSTYLES: Virginia Darcy

MAKEUP: Robert Philippe

SCENIC DESIGNER: Duane McKinney

SPONSORS (AND AGENCY): The Westclox Division of General Time
Corporation, and General Mills Inc.
(Batten, Barton, Durstine and Osborn Inc.)

ORIGINATION: NBC-TV Network's Brooklyn (N.Y.) Color Studio

NBC PRESS
REPRESENTATIVE: Noreen Sherlock, New York

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THE CAST

Tracy Lord.....Diana Lynn
Macaulay Connor.....Christopher Plummer
George Kitteredge.....Don DeFore
Margaret Lord.....Mary Astor
Seth Lord.....Alan Webb
Elizabeth Imbrie.....Ruth Roman
C. K. Dexter Haven.....Special Guest Star
Gig Young
Dinah Lord.....Gaye Huston
Sidney Kidd.....Leon Janney
Edward.....Emory Richardson

* * *

THE STORY

Sidney Kidd, editor of Spy Magazine, assigns reporter .

Macaulay Connor and photographer Liz Imbrie to cover the socialite wedding of Tracy Lord, a prudish young Main Line divorcee, and George Kitteredge, a stuffy businessman. Tracy, who abhors publicity, gives the callers a hard time. Her ex-husband C. K. Dexter Haven, shows up at the Lord home the day before the wedding to try to talk Tracy out of remarrying. At a party that night, Tracy becomes intoxicated -- out of boredom with her groom-to-be -- and develops a sudden romantic interest in Connor. They go for a late evening swim, and are discovered by Haven and the prospective bridegroom, who decides there will be no marriage. Tracy and Haven, on the other hand, decide there will be -- for them.

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NBC-New York, 11/30/59

THE CAST

Lord..... Diana Lynn
Miss Connor..... Christopher Plummer
George Kittredge..... Don DeFore
Garet Lord..... Mary Astor
Lord..... Alan Webb
Elizabeth Imbrie..... Ruth Roman
K. Dexter Haven..... Special Guest Star
Gig Young
Lord..... Gaye Houston
Miss Kidd..... Leon Janney
Lord..... Emory Richardson

* * *

THE STORY

Sidney Kidd, editor of Spy Magazine, assigns reporter
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